where college students get it.

LINK

Slam-Packed Summer Guide

I Want My MP3

Stinky Pits: Pro and Con

Why Travis Sucks

Plus: Being Hilary Swank, Leona Naess, Sex Wax To Go and Free LINK Loot

Who Wants To Be An Entrepreneur?

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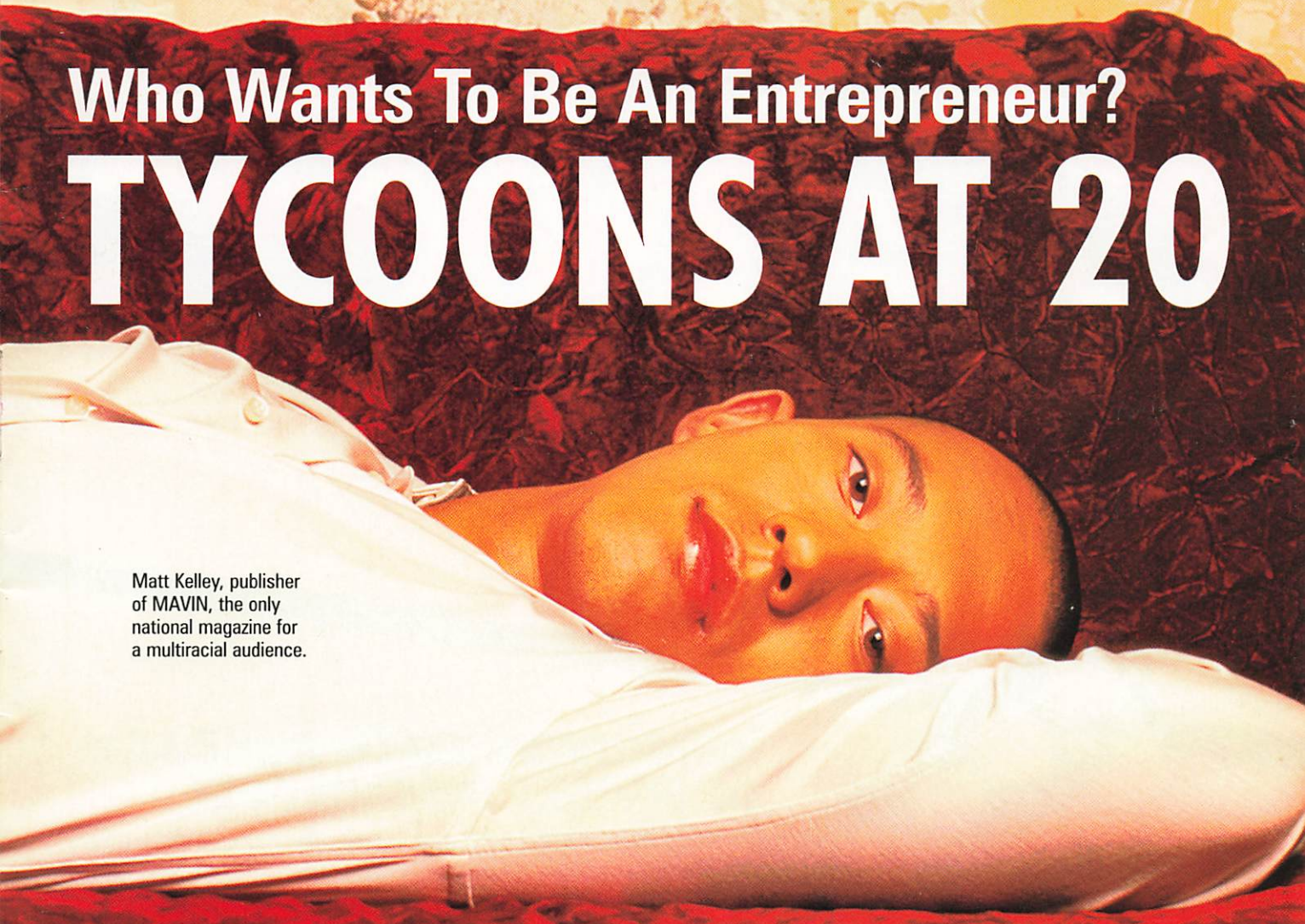

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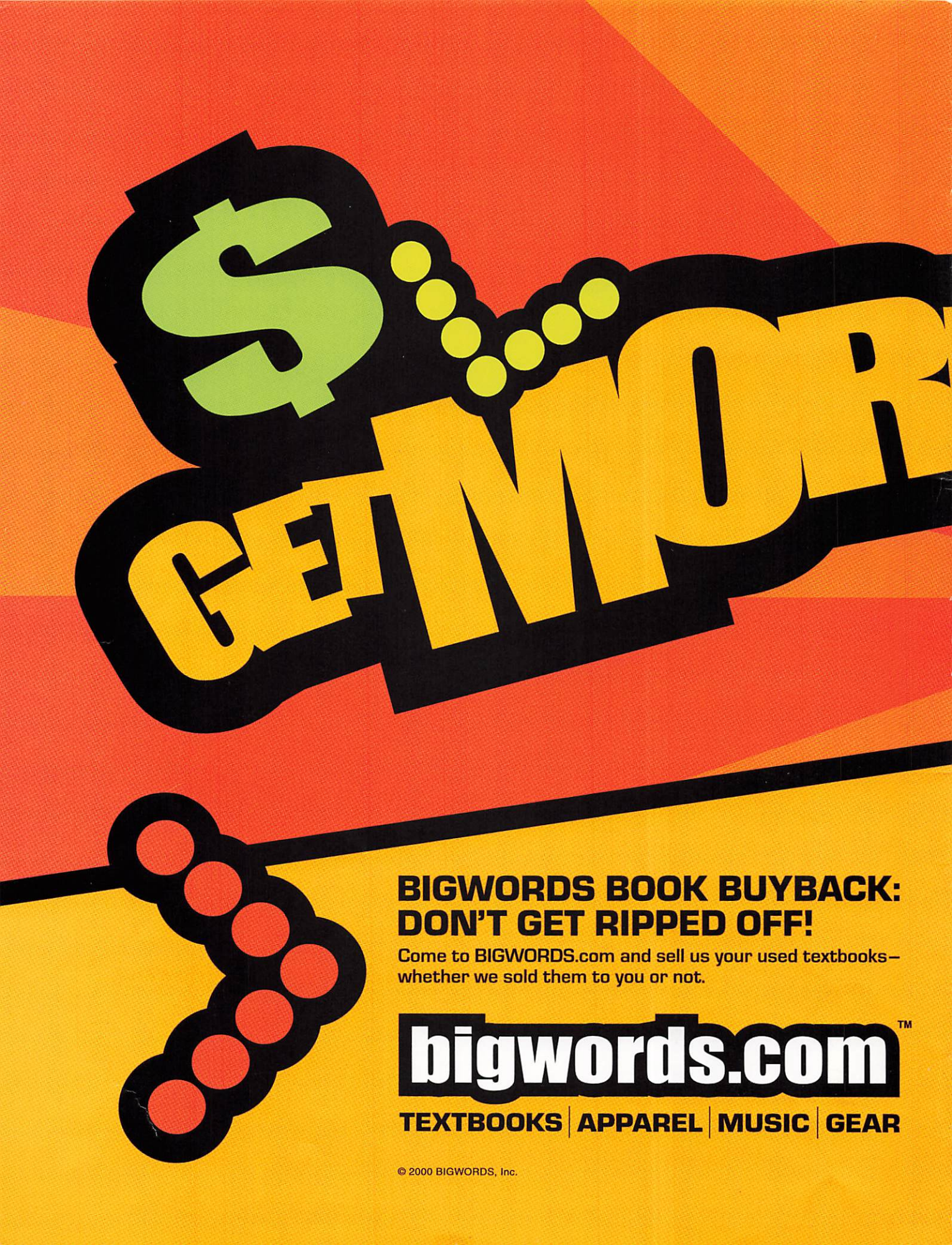

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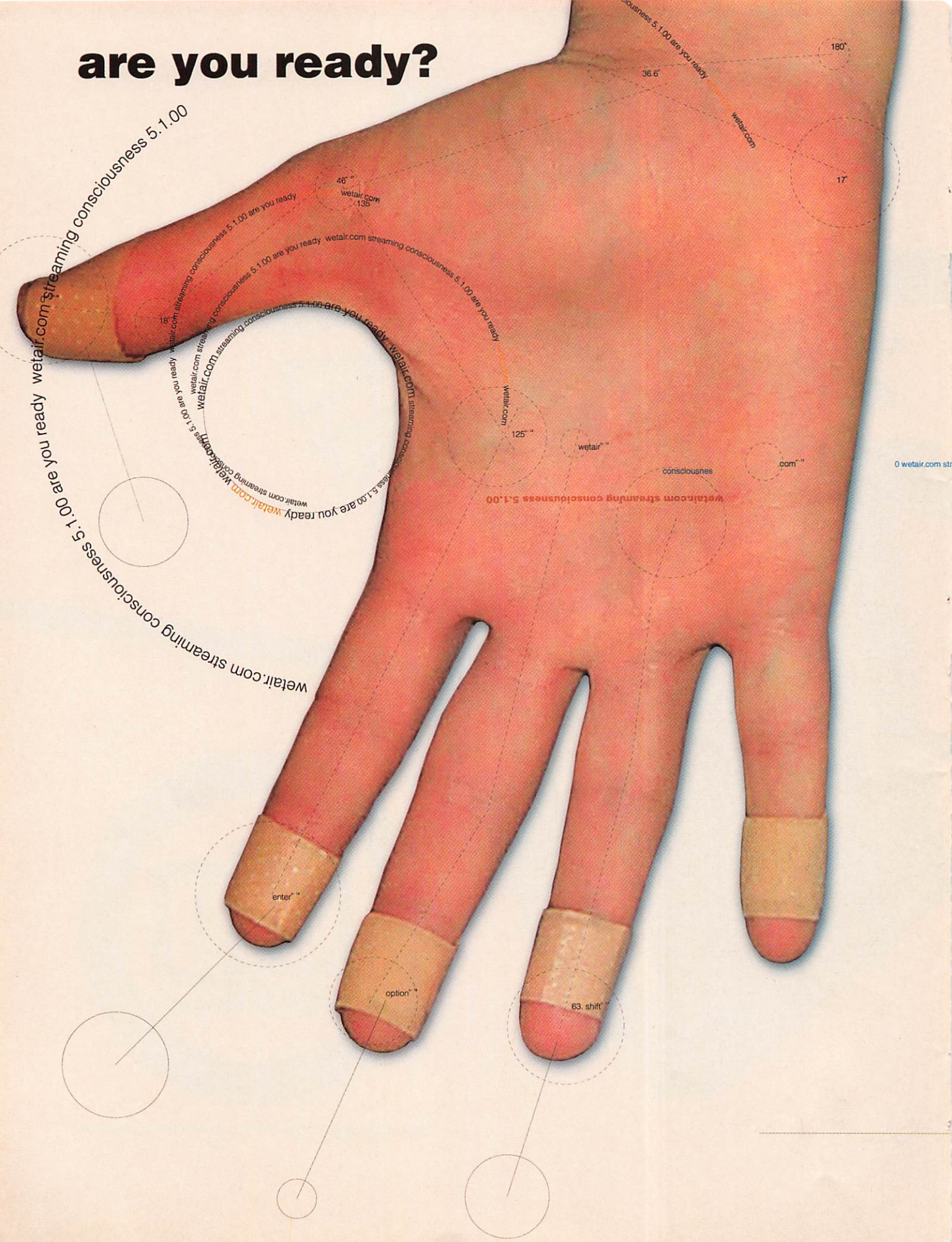
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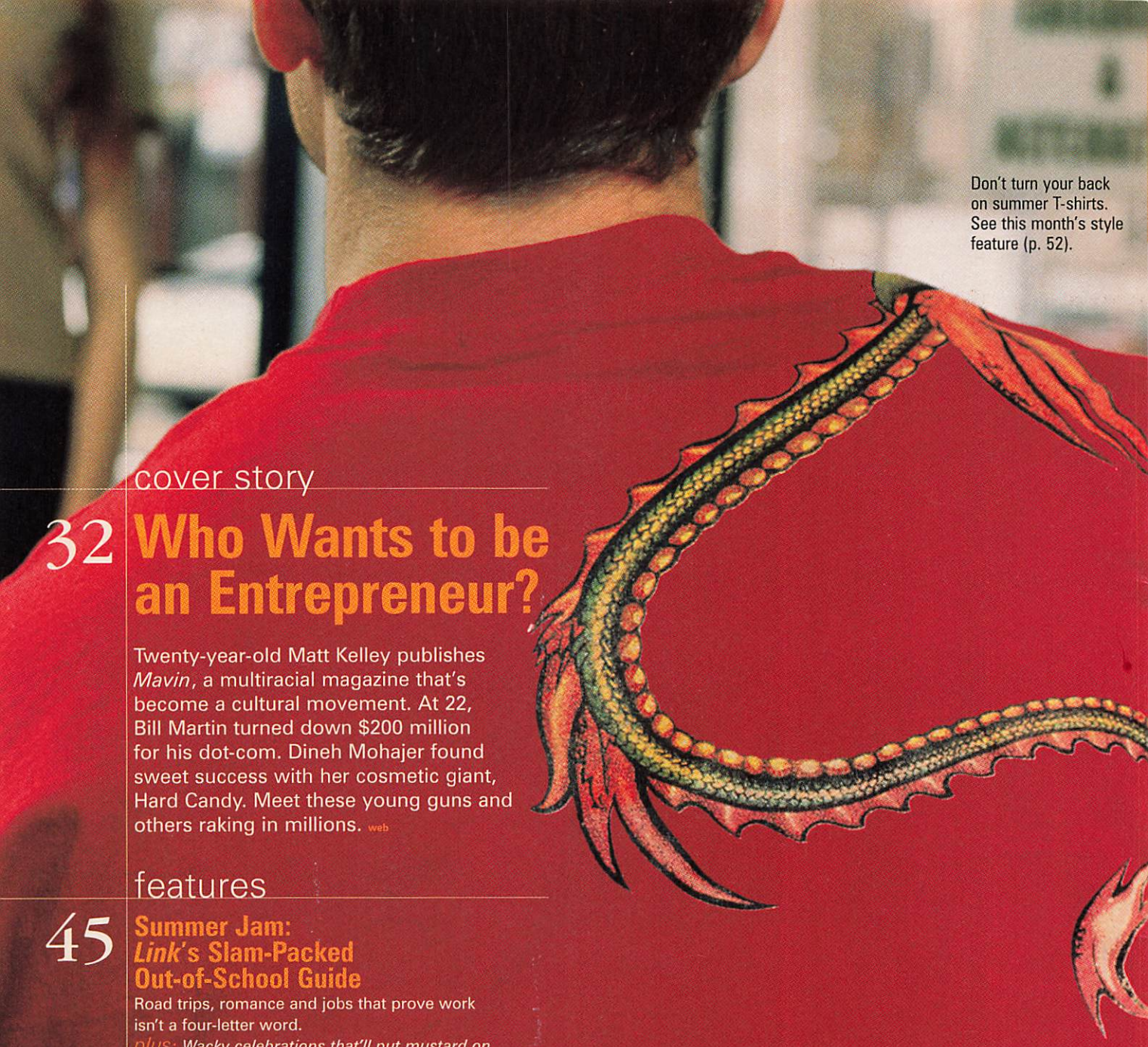

Don't turn your back on summer T-shirts. See this month's style feature (p. 52).

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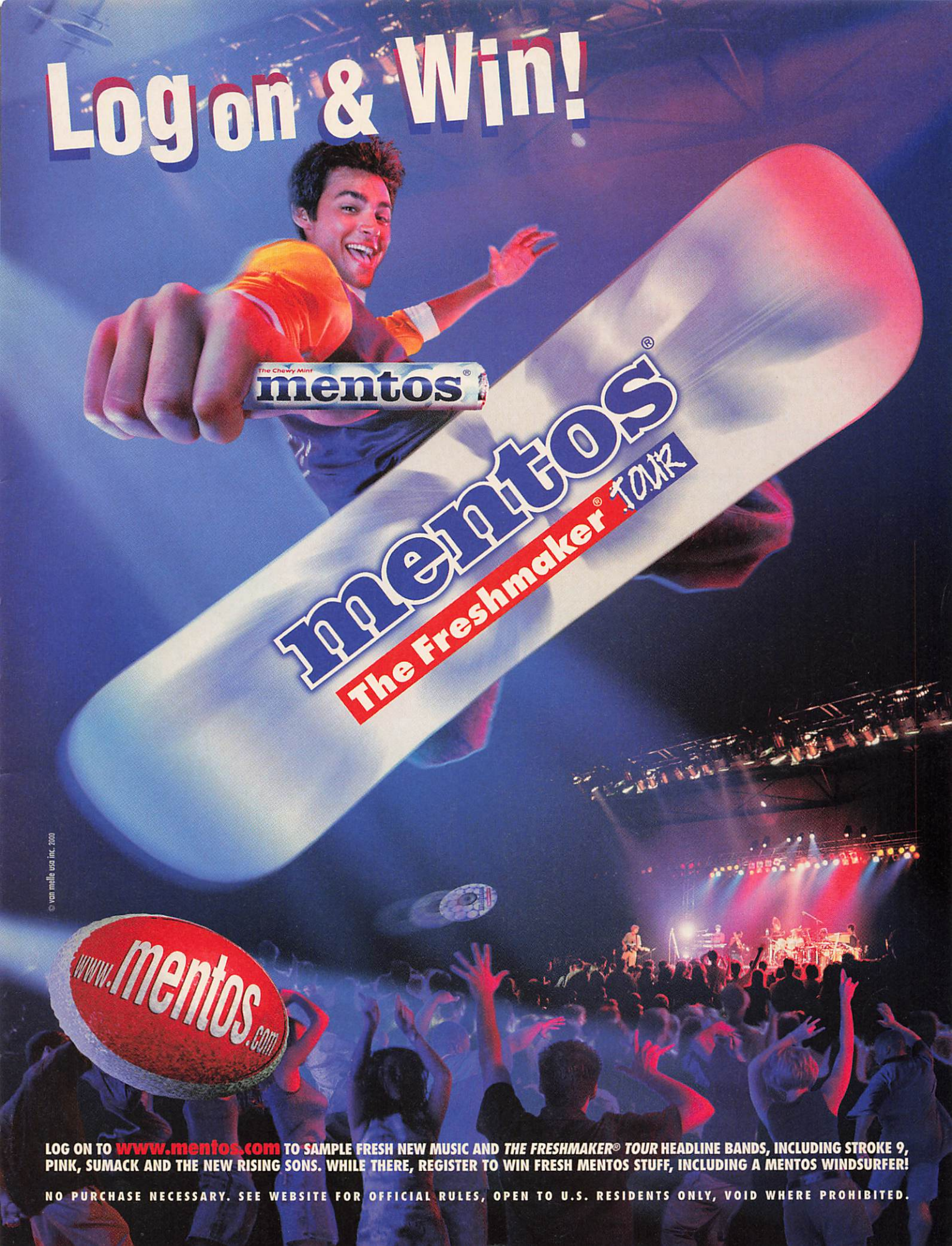
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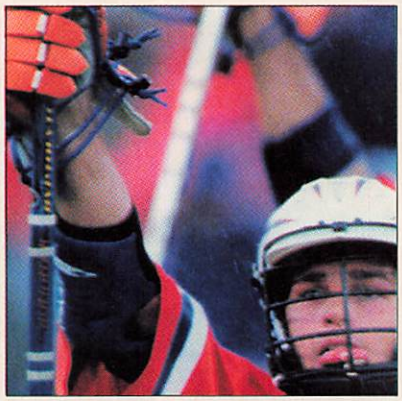

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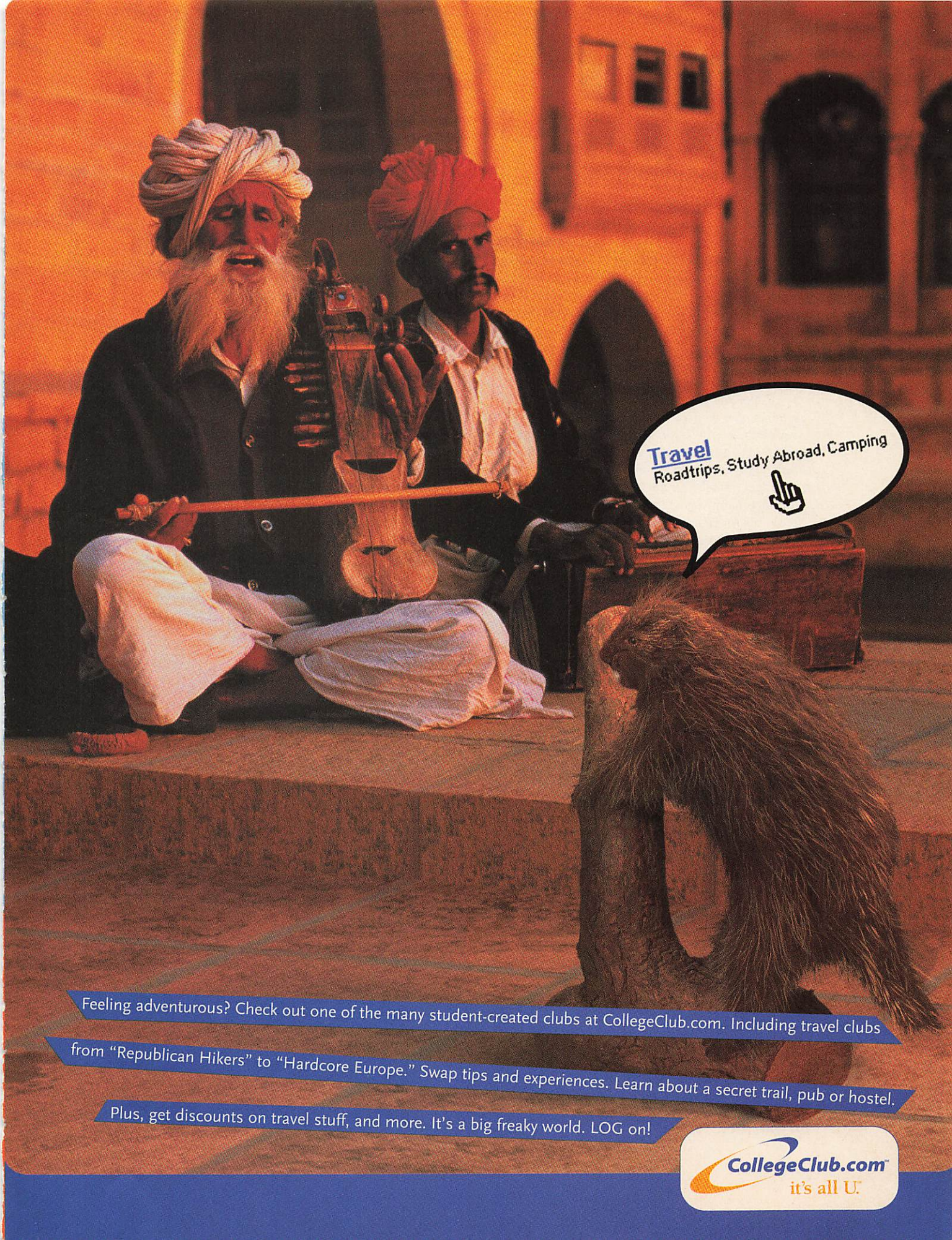

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Jump Shot

If you've read *Link's* editor's letters before, you know we've been going through an evolution. A morphing. A transition. A growth spurt. Ultimately, we'll be wearing a supermag cape that doubles as wings. We'll be equally male and female. We'll know everything about hip-hop, games, great books, NCAA rankings, safe sex, all the news affecting today's campuses, the best way to drive from Kansas to San Francisco in July and the best tunes to play, how to save the whales, build houses for the homeless, look like a Calvin Klein model, and make a million bucks by the age of 18. Ok, 20.

Tall order? Just say jump. Given the challenge, what would *you* say? Check here:

☐ How high?

☐ No, *you* jump.

And this new editrix? I say, jump with me.

The best part of this job so far (besides shooting the Nerf Pulsator) has been reading letters in the archives. When you get a new lover you should always read his (or her) old letters. This advice came from a strict professional—a wise editor who once took me aside and answered a question I hadn't even asked. "The Secret?" he said. "Let me tell you the Secret. Letters, young woman." We were slumming (his concept) for Friday staff lunch. His breath was pepperoni and beer. I thought I'd barf. But I never forgot what he said.

I'm on the fence about whether or not to respond to all these letters. *Link* prefers its wit brief, as opposed to long-winded. But some letters seem to beg for answers. So to Carla at a giant Midwestern university who wanted something to brighten her finals-clouded days, take a look at our cover guy, Matt Kelley. Not only did he start a national magazine for mixed races, he's still in school. And those ears! And the brain between those ears! And those other mavens! (See "Who Wants to be an Entrepreneur?" on page 32.) Altogether they're doing business worth hundreds of millions of dollars. Go figure, as our editorial assistant Sara is known to say. Apparently, they do—and well.

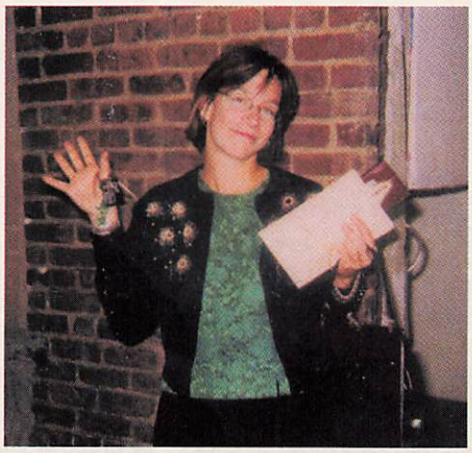
To the fledgling writer in Boston, name withheld, who asked for a sign he should stick to his creative-writing major: Check out Jessica Yadegaran's chart on what to expect if Hollywood wants your novel ("Book Rights of Passage," page 65). To the sophomore from Syracuse who politely asked for a perspective other than *Link*'s resident relating doctor's, check out the advice our new Answer Chick dishes on page 28.

I feel like my mother on Christmas morning, doling out all the shiny packages and explaining every one. Caffeinated she was, but everloving too. Which is exactly how I feel at 1:22 in the morning, signing off.

Merry summer,

Jana Martin

P.S. Props to Jenny, Theresa, Shannon, Sara, Marjorie, fact-checkers Dave and Jason, Pete K., J.C. and Martin, my stuck-at-home-again dog Sophie, and Danny, who knows exactly what I mean.



Then and now: Over the years, Jana's done a bit of morphing herself.

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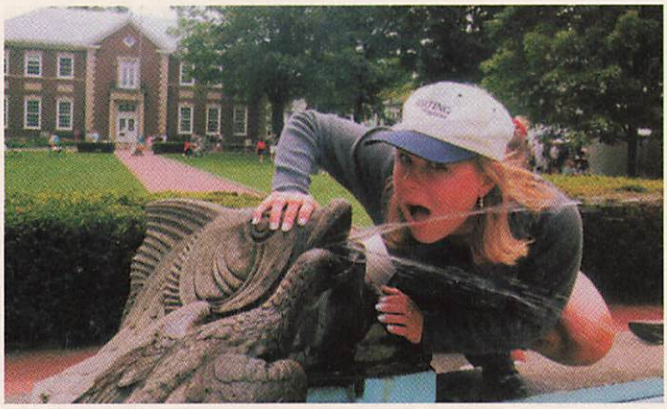

Jennifer

Brian

Jennifer Clarson considered quitting her job after writing this month's story on summer employment ("Will Work for Fun," p. 50). "Hanging out in the Virgin Islands sounds like a great way to spend a summer, if not an entire life!" she says of one of the paradisiacal gigs. When Clarson isn't editing and writing for eFit.com, she's freelancing for various magazines and living in her houseboat in New York City.

Frequent *Link* contributor **Anthony LaSala** interviewed Leona Naess for our "When I Was In College" column (p. 76). "Talking to someone who actually has a passion for what she does was refreshing," he explains. An associate editor for *Photo District News*, LaSala admits he has unwillingly sampled beer shampoo in some of Brooklyn's finest bars. See his "Leftover Luxuries" (p. 30) for the recipe.

"When I was a youngster, I wanted to be a comic-book artist," says regular *Link* illustrator **Brian Taylor**. You can still detect this middle-school influence in his colorful "Down For the Count" piece (p. 18). While he now pays his bills as a graphic designer for RCW Communication Design Inc., Taylor yearns to one day illustrate a *Rolling Stone* cover. "What else is there?" he surmises. Um, *Link*?

Photographer **Tomi C. Yum** isn't successful yet. At least not by her standards, which are "working two days a week and flying off to the Caribbean for men's swimwear shoots." But we think her "Dirty Laundry" fashion spread (p. 54) is a hit, and we love what she did with our Answer Chick (p. 28). The Korean-native's work has also been featured in *CosmoGIRL!*, *InStyle*, *Seventeen* and *Wine Spectator*.

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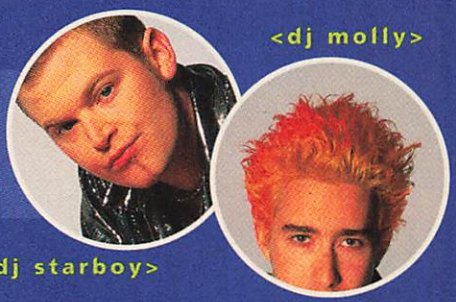

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LINK Loot

Your chance to win a whole bunch of stuff!

Starting this issue, we're posing a question and asking for answers. The best three responses win a random assortment of everything and anything—toys, CDs, books, clothes—as lifted directly from the heap o' merch* blocking our way to the bathroom. No gimmicks, no sponsorships. Just pure love. Winning entries will be printed next issue.

May's question:

What's the best scam you've pulled in college?

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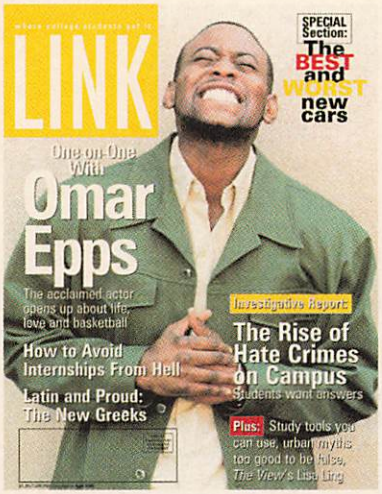
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Students want answers
Plus: Study tools you can use, urban myths too good to be false, The View's Lisa Ling

RANT OF THE MONTH

gays rock, so there

I am greatly offended at the comments made toward Lynyrd Skynyrd and the Confederate flag in the article "Sweet Home Alabama" (April 2000). You people always scold others for stereotyping and now it's time to get yours. Just because something doesn't appeal to every race on the planet does not mean it's racist. Do white or Asian students protest to join black fraternities? You need to start printing things like they are instead of worrying about being liberaly biast [sic]. The last thing I want to say is you shouldn't be condoning homosexuals. It is part of what is wrong with the morals of this country today.

Matthew Cain,
Mississippi State University

stop, we're blushing...oh wait, we said that last issue

Walked into the campus commons this morning like I do everyday to grab some grub, flirt with the girlies and check my mail. Lo and behold, I saw your magazine with Omar Epps on the cover. I picked it up, flipped to the back page and got an eyeful of your "Links" section. That's when it hit me. You guys are cool. I picked up your mag and tossed one to my buddy Joanna. In a few short minutes we were engrossed in consuming it from cover to cover. *Link* has what I want: the right mix of 'tude, eloquence and interest. Nicely done.

Jonathon (a.k.a. Teckczar),
University of West Florida

well, we still love Omar

Omar Epps just lost a fan. What motivated him to say those racist comments? ("One-on-One with Omar Epps," April 2000) Is he trying to win over the black community and separate himself from the white population? How can a minority in this country say racist comments with little, if any, repercussions? Didn't a fellow named John Rocker get slammed by the whole nation for that?

Kevin Carter, Wilmington College

and we love his p*tty m*uth

As a freshman, I appreciate the effort to provide us with role models that we can relate to. But I do not appreciate reading an interview in which every other word has to be *ed out ("One-on-One with Omar Epps," April 2000). I am sure Omar Epps is an educated, worthwhile human being. But people go to college to improve their vocabularies and expand their points of view. Mr. Epps sounds like an idiot with very little to say. Interesting choice for a role model. Better luck next time.

Lindsay Ward,
Riverside Community College

who's whining now?

Epps is not the poster child for equality. In "One-on-One with Omar Epps" (April 2000), he says that until blacks are placed into positions of power in the entertainment industry, they must write, produce, direct *and* act because they "have always had to do double duty." To "place" blacks in positions of power defeats the purpose of assimilation and equality. Just look at the negative effect quotas and affirmative action have had. If he wants to erase the so-called discrimination in the film industry, he should quit whining and do something about it.

Emily Cochran,
Kansas State University

London sure ain't from England

Upon reading your article about the Confederate flag I was very upset by your classification of South Carolina's flag supporters as Lynyrd Skynyrd fans. I do not know if the author was trying to classify us as rednecks or assumes that everyone who supports the Confederate flag is the same. How could the author understand what the flag means to me? He probably did not have any relatives who fought and died in the War Between the States. If humor was the motive, then you need to be careful what y'all print.

London Boyd,
University of South Carolina

does seven strands of hair count?

We noticed the same [numerology] thing you did ("Bruce Willis is Number One...and Two and Four...," April 2000) at the theater where I work. However, we included *Die Hard 3*. Imagine our surprise when we found out he was going to be in *The Whole Nine Yards*. If only he had made a cameo in *Seven*.

Nick Hiltgen,
University of Georgia

Mariah an adult? didn't she just hit puberty?

In "Barely Legal and Totally Titillating" (April 2000), you mentioned that girls in Hollywood might be revealing too much for their age. You included Mariah Carey and even compared her to Britney Spears. Mariah is almost 30 years old and [can] dress how she chooses. It's unfair to put her in the same category as 16- and 17-year-olds.

Deann,
St. Cloud State University

trad greek love is so played out

Regarding Jeff Howe's article "The New Latin Explosion" (April 2000), not all greek organizations are based on one culture. I'm part of a multicultural greek organization called Delta Xi Phi, comprised of women from all racial and ethnic backgrounds. It promotes multiculturalism, diversity and community service. Joining a traditionally "white," "black" or "Latino" greek organization has its disadvantages. Yes, you learn about your own culture, but it's better to learn about the many cultures the world has to offer. If I joined a traditional organization, I'd lose out on this experience.

Jennifer Hurtuk,
University of Illinois at Chicago >>

"To claim 'Chicago knows hip-hop like Miami knows snow' is an embarrassing beginning. What's even more unfortunate is that readers will take this statement as truth."
—Zachary Mastoon, New York University

but when *was* the last time it snowed in Miami?

After reading Marty Crusoe's review (April 2000) of Common's new album, *Like Water for Chocolate*, I am awestruck by his ignorance. To claim "Chicago knows hip-hop like Miami knows snow" is an embarrassing beginning. What's even more unfortunate is that readers—at least those as utterly misinformed as he is—will take this statement as truth. Chicago has been home to countless talented emcees and producers in the underground (like All Natural, Rubberroom, Primeridian, The Molemen), while maintaining a thriving graf scene, breakers and deejays. There are enough uneducated critics out there already.
Zachary Mastoon,
New York University

sell out? us? never

I'm the amusement-section editor of my college newspaper. Twice a semester we get *U. the National College Magazine* as a paid insert. I thought it was a great publication until the new issue came with last week's paper. Frankly, it sucked. The issue talked of changes, but the changes were for the worse. What's this have to do with *Link*? Well, *Link* used to really suck, too. I'd read it and feel my intelligence being insulted. Fortunately, upon picking up the current *Link*, I was happily surprised. Your style has improved. Your content has improved exponentially. *Link* is coming into its own, and I don't feel like it's sold out to advertising dollars—*U. Mag*, anyone? Keep up the good work.
Brian van Steenkiste,
Ferris State University

want a job?

I was flipping through the magazine when I saw "Under Press-ure," on student journalist David Miller (April 2000). It gave students valuable insight into the effort and dedication necessary to put out a daily newspaper while also going to school full-time. My coworkers and I at *The Daily Cardinal,* one of UW-Madison's independent student dailies, work what amounts to a full-time job, in addition to going to class. I often think of my day as beginning when classes are over. Thanks for making other students aware of the labor [we] put in so that they can stay informed.
Rachel Kappelman, University of Wisconsin-Madison

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We're looking for a few good photographs. Shots that tell a story, have stopping power and start us thinking. We want them candid, in either print or slide format. If we use them, you get $50 and the prestige of a photo credit in *Link*. Send photos to *Link* Magazine, Behind the Scene, 32 East 57th St., 11th Floor, New York, NY 10022 or via email to shannon@linkmag.com.

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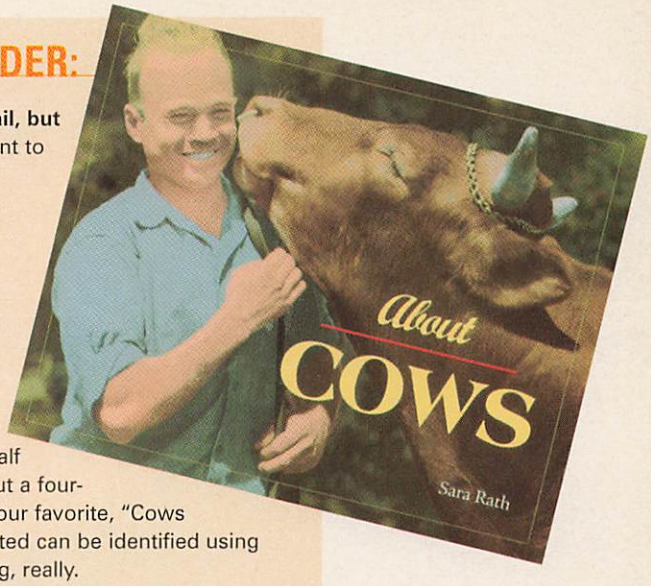
Sure, we get a lot of cool mail, but sometimes...well, we just want to shoot the messenger. The following raises the question: "What were they *thinking*?"



About Cows. Need we say more? Of course not, but here are some excerpts just because: "Softer butter is the current challenge before the Wisconsin Milk Marketing Board," "When a calf is born, its liver contains about a four-month's supply of iron" and, our favorite, "Cows that are ready to be inseminated can be identified using chin-ball markers." Fascinating, really.

COMING UP:

Ultimate Orientation Guide
College made easier.

Freshman Stories from Hell
It gets better, we promise.

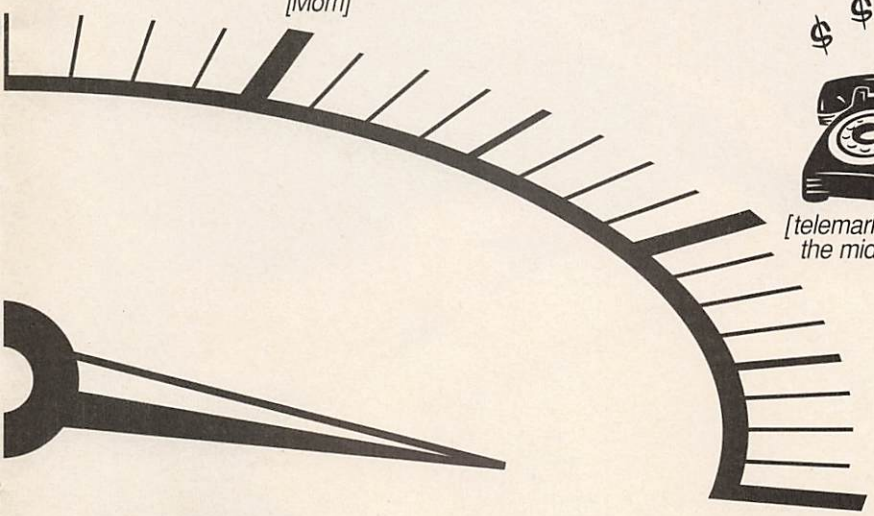
Room for U.
Beautify your dorm room.

***Link*'s Links**
Webmaster R. Toups administers the Toups Test.

***Link* Loot**
Our first winners and the next question.

[Mom]

[telemarketer calling in the middle of dinner]



[Cavalier]

dable things in life.

any other small car.* But that's not a surprise. Cavalier has dependable features such as battery-rundown protection. You can also rely on

(And you thought only mom could give such good advice.) CAVALIER WE'LL BE THERE

www.chevrolet.com

Sure you're ready to graduate? Only a quarter of those who responded think college prepares them "very well" for the future.

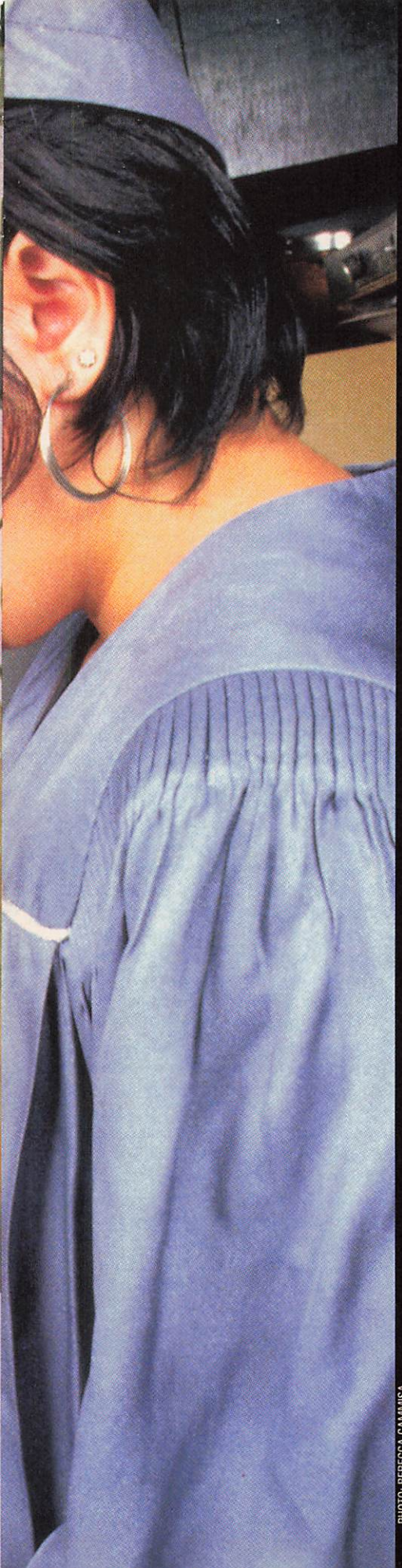


PHOTO: REBECCA CAMMISA

Happy Daze

Whether you're graduating this semester or in spring 2003, chances are you've contemplated your real-world plans. *Link* recently asked what's most important to you. Of the 711 students who responded at press time, 65.5 percent were—and probably still are—females. Most were freshmen (40 percent), but a respectable number of each class weighed in, with sophomores at 28.3 percent, juniors at 17.6 and seniors at 13.1. For our next survey—about your freshman experience—turn to page 70.

Percent who plan to go to work immediately after graduation: 51
Attend grad school: 35.1
Travel: 6
Intern: 4.9
Volunteer: 1.7
Just hang out: 1.3

Percent who say friends are what they will miss most about college: 63.8
Extracurriculars: 15.2
Nothing: 12.3
Classes: 5.7
Discounts: 3

Percent who will owe nothing in student loans when they graduate: 37
$10,000 to $20,000: 18.5
$5,000 to $10,000: 17.3
$20,000 to $30,000: 11.8
Less than $5,000: 8.2
More than $40,000: 6
$30,000 to $40,000: 1.2

Percent who hope to attain a master's degree: 49.5
Doctorate: 25
Bachelor's: 24
Professional certificate: 0.8
Associate's: 0.7

Percent who are planning to live alone after college: 38.7
With a significant other: 26.8
With friends or roommates: 24.9
With parents: 9.6

Percent who think their college education is preparing them pretty well for their future: 51.7
Very well: 24.8
So-so: 20.5
Poorly: 2
Not at all: 1

Percent who think they will earn $20,000 to $30,000 at their first job: 32.8
$30,000 to $40,000: 29.8
$40,000 to $60,000: 19
More than $80,000: 7
Less than $20,000: 6.8
$60,000 to $80,000: 4.6

Percent who say geography won't affect their job hunt, as long as their career is fulfilling: 44.9
It will, because they can't imagine moving far from home: 27.2
It will, because they can't imagine staying there: 17.3
It won't, because they're salary sluts: 10.6

Percent who most want their job to help people: 27.9
To be lots of fun: 22.6
To utilize their creativity: 20.6
To make them lots of money: 19.3
To advance them to positions of power: 8.8
To allow them to slack off: 0.8

Percent who are most scared their future job will be too challenging: 21.3
Won't allow them to live comfortably: 18.8
Will make them wake up too early: 18.3
Won't be what they want to do: 16.8
Won't be near their friends and family: 10.7
Will force them to wear a tie or panty hose: 6.7
Will be with an unpleasant employer/coworkers: 6.2
Two words: drug tests: 1.2

Percent who want to work for a big corporation: 43.8
Small business: 23.8
Themselves: 19.5
Nonprofit organization: 12.9

Percent who would dread being a custodian most: 35.3
Telemarketer: 35.2
Food-service technician: 14.7
Substitute teacher: 6.7
Retailer: 4.4
Delivery person: 3.7

Percent who don't believe there will be flying cars in their lifetime: 54.4

insider

Down for the Count

The Census Bureau hit campuses recently to promote awareness for Census 2000. Did they lose your number? by Nina Willdorf

Distribute free condoms on campus, and you're everyone's best friend. But could a complimentary rubber compel students to fill out their census forms? Why not? asks Adam Kinkel, a senior at the University of Wisconsin-Eau Claire. His Advertising Campaigns class spent last semester brainstorming ways to heighten college students' awareness of Census 2000.

"We knew students don't really care about the census, but if we handed them condoms, they'd go, 'Whoa, what's that?'" Kinkel explained. He even thought of a catchy slogan: "Population Control: Census 2000." But the census officials—in the back of the classroom that day, hoping to glean ideas—deemed it too risqué.

Despite passing on the condoms, census officials invested a lot of money, time and effort targeting students, a group that is traditionally undercounted. Over the past few months, they resorted to guerrilla tactics at many campuses—passing out census stress-balls, using Dr. Dre voiceovers on TV plugs and teaming up with MTV's *Choose or Lose*. They even wooed students with fairly well-paid, temporary jobs—most as enumerators, those pesky but footsore doorknockers.

But the bureau had their work cut out for them. For many students, the census is another piece of junk mail, sandwiched between J. Crew catalogues, credit-card offers and mass administrative mailings. There's little incentive to fill out the questionnaire, explained Mike Spahn, a junior at the University of Michigan at Ann Arbor, "[It] seemingly has no specific advantages or benefits," he maintained. Mike Gavin, a senior in Michigan's College of Literature, Sciences and the Arts, upped the ante. "If something comes in the mail, I throw it out," he told the *Michigan Daily*.

Why It Matters

Apathy aside, why is it crucial for students to pick up their pencils, answer a few harmless questions and lick that envelope goodbye? The census only happens once every 10 years. Information collected by the Census Bureau goes to the federal government, where it's used to provide the statistical basis for the allocation of approximately $185 billion in Federal funds. The money finances everything from public transportation to bike lanes to federal aid for college students—all relevant issues on campus.

College students, living everywhere from small towns to big cities, represent a vital cross-section of the population. They must be counted to ensure that federal funds are distributed adequately to their communities, and to determine accurate representation for each district in the House of Representatives.

"Once you make them understand what goes along with the census, that they could lose federal funding for a wealth of resources, students become a lot more interested in filling out their forms," Spahn asserts.

> "For many students, the census is just another piece of junk mail, sandwiched between J. Crew catalogues, credit-card offers and mass administrative mailings."

Getting a Fair Share

But even if students complete the survey, it doesn't guarantee that they'll do it correctly. Unfortunately, many students have several addresses and don't know which one to use. According to Edison Gore, an assistant division chief at the Census Bureau, students should count themselves at school—the place they live and sleep most of the time—rather than at their voting, legal or permanent residence.

The reason is simple. Take the population of Ann Arbor, for instance. Home to the University of Michigan, it's inhabited by more than 100,000 people. But 36,000 of them are students at the university. If students go uncounted, the town may not get enough funding to service all of the students'—and other residents'—needs. Mr. Spahn, a self-proclaimed "political junkie," is concerned for the fate of Ann Arbor. "If no students are counted in this census," he claims, "it would spell the end for this town."

Stand Up and Be Counted

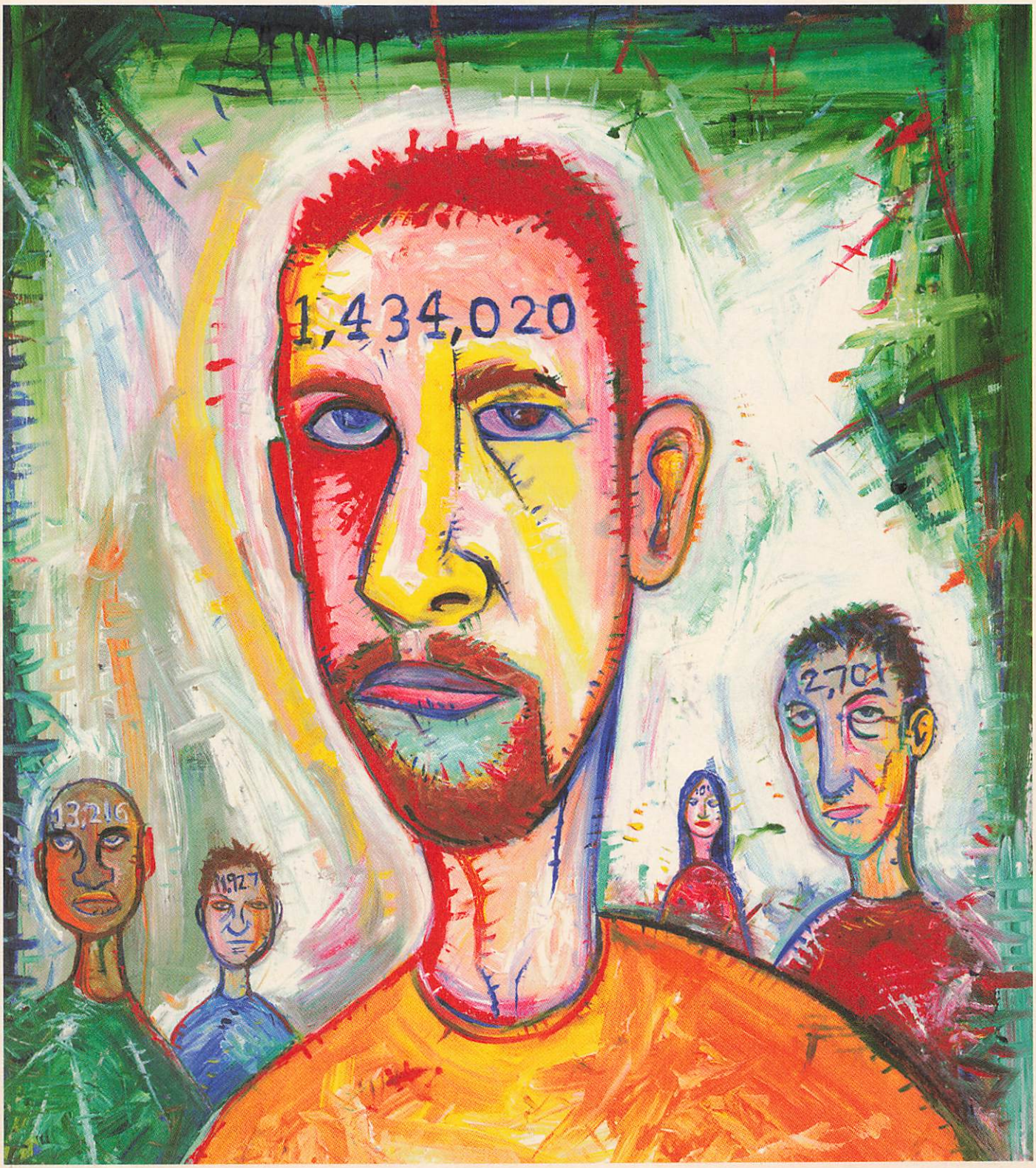
Evanston, Illinois, home of Northwestern University, is in a similar situation. The university's population of 12,000 full-time students comprises around 15 percent of the population of Evanston. Congresswoman Jan Schakowsky, whose district includes Northwestern, Loyola University and Truman College, has visited all three campuses in the last few months, discussing the census's significance to students.

The congresswoman's office maintains: "You are living in this community, you breathe the air, you want to be safe. By filling out the census, you can make sure that your community gets its fair share of federal funds." Ms. Schakowsky's district includes a racially diverse population, and she has to make a concentrated effort to convince minorities to participate. With a large immigrant population as well, the Congresswomen has to emphasize that completing the forms won't result in deportation. The Census Bureau insists it doesn't provide the information to the INS.

It's not too late to stand up and be counted. According to Gore, the bureau contacted someone at each school, who then compiled the addresses of all non-tallied residents. The census workers used the data to distribute the questionnaires in early April, and will come back sometime before graduation to collect them.

"[We] don't want to discourage [students]," adds Kerry Sutton, of the Census Public Information Office. "[We] will accept them as long as people turn them in." Kinkel, for one, has turned his in. ■

20 quickies
20 pressing buttons
21 behind the scene
22 profile
23 10 questions
24 teammates



ILLO: BRIAN TAYLOR

quickies

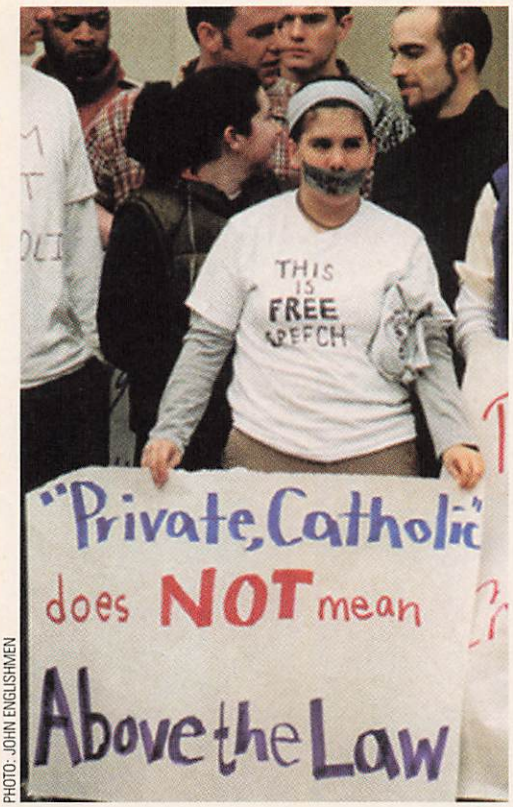


PHOTO: JOHN ENGLISHMEN

Duct tape, T-shirts and signs: The protest in Providence.

Mission Aborted

Providence, Rhode Island

It *seemed* constitutional. In February, three Providence College students posted a flier on campus depicting the Virgin Mary above the tagline, "How's this for an immaculate concept: Keep Abortion Safe and Legal."

But are private institutions legally permitted their own interpretations of the First Amendment? At religiously oriented Providence College, administrators opted to fine the students $1,000 and suspend them for the rest of the semester. School president Rev. Philip A. Smith likened the situation to a September incident, involving swastikas painted in a dormitory hallway. In their own defense, the three students said they hung the flier to foster campus debate on issues more substantial than weekend plans. After four days of campus-wide controversy, the students wrote in an editorial that they "could not help but feel successful" in their mission. —*Jeff Howe*

Naked Launch

Tampa, Florida When University of South Florida student government president Brett Chambers wrote an open letter to the school's newspaper, *The Oracle*, in February, his message to the student body was simple—take it all off! Citing the University of Michigan's "Naked Mile" as inspiration, Chambers told the paper he reasoned "the time to try something outrageous is in college." No word yet on whether his peers have the balls to take Chambers's suggestion to heart. —*Sara Lyle*

Non-Affirmative Reaction

Tallahassee, Florida Politics produces some curious notions. When Florida governor Jeb Bush announced his plan to eliminate affirmative-action policies in his state, he did so to "prevent our state from being divided along racial lines." But as previous experience in California and Texas has amply demonstrated, removing the protections afforded to women, blacks and other minorities tends to anger and alienate those same groups.

No surprise that Bush's approach backfired. On March 7, somewhere between 15,000 and 30,000 people marched on the state capital in Tallahassee, and Bush now finds his state divided not just along racial lines, but along gender lines as well.

The battle now moves to the courts, where several lawsuits are challenging individual elements of the plan. Still, despite widespread opposition to Bush's move, one state legislative aid (who requested anonymity) says she doubts that Florida's current policies will be spared the scalpel. —*JH*

pressingbuttons

Students sound off: gun control

Against: "Adolf Hitler, Josef Stalin, Mao Tse-tung and Fidel Castro. These are some of the 20th Century's most evil people. Now let's add more names to the list: Bill Clinton, Al Gore, Charles Schumer and Sarah Brady. What do these politicians have in common with some of the most evil people to ever live? They support the most oppressive and tyrannical form of public policy: gun control. Most gun control groups mistakenly assume the Second Amendment doesn't apply to any person outside the National Guard. [But it] guarantees the use of lethal force for the defense of oneself and one's liberty from the government and criminals." —***Jason Van Dyke,* The State News*, Michigan State University, 3.20.00***

Smells Like a Bad School Name

Glenside, Pennsylvania A beaver is a beaver is not necessarily a beaver, as Beaver College officials recently decided. Seems that Internet filters often block access to the Beaver College Web site, keeping out prospective students and porn-seekers alike. If you have to ask why, you've probably lived in the Yukon for the last 75 years. (Not just an animal, the term's also slang for female genitalia.) The double entendre has come at the expense of innocent Beaver College students, faculty and alums. "Our market research shows that 30 percent of high-school students decline interest in Beaver College because of its name alone," says BC spokesman William P. Avington. He says the school will decide whether to change the name by May. —*JH*

Fee for All

Washington, D.C. The Supreme Court ruled in late March that business as usual, when it comes to student activity fees, is a good thing. The justices overturned a lower court's decision for several conservative University of Wisconsin law students, who were fed up with funding campus gay and women's rights groups, among others. "Trying to refund or allocate [fees] would have really been a problem for colleges," explains C. L. Lindsay, an attorney who offers probono advice to students and professors. "I think the [Court's] reasoning is sound." Said logic was that public colleges can encourage open discussion among groups, as long as they don't give preferential treatment. Auburn University College Republicans president Brad Wideman says he has no problem with paying his activity fees as long as he can enjoy amenities like free on-campus workout centers. "For something like $10 a quarter, you get a lot of benefits from it no matter what." Sounds sound to us. —*SL*

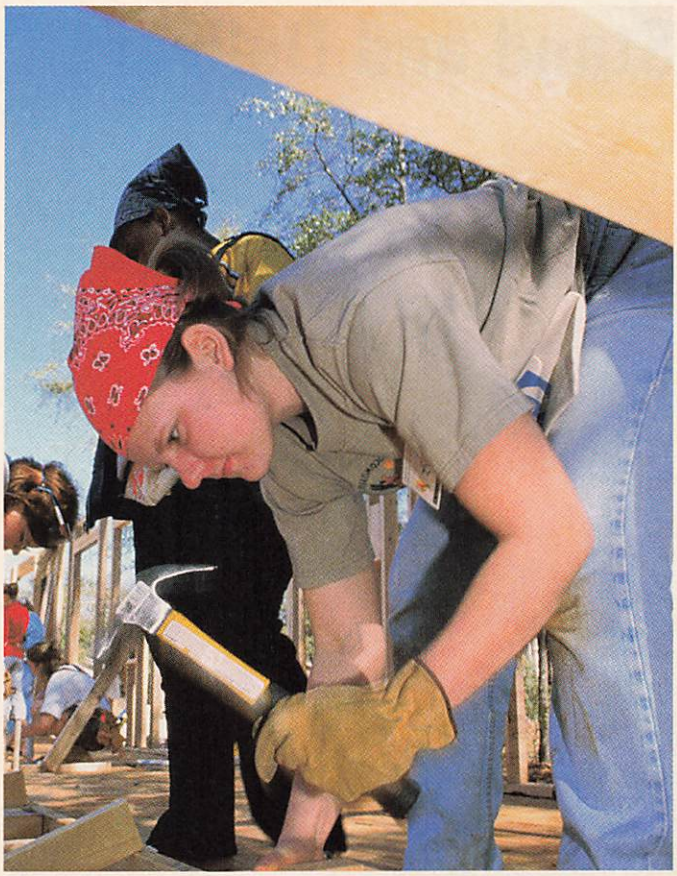


PHOTO: PATRICK BONZ

Hammer Time

Americus, Georgia Concordia College sophomore Andi Stebleton (above) spent Spring Break wielding a hammer during Habitat for Humanity's recent Collegiate Challenge. The work reminded the 19-year-old of helping her dad with odd jobs around her family's North Dakota home. But Stebleton says the best part was being able to work alongside the mother of two, who'll move in when the house is done. "She was pounding away and laughing," Stebleton recalls. "She wouldn't quit saying thank you!" Back on campus in Moorhead, Minnesota, the biology and environmental studies major feels better for the challenge. "You sit and study all day," she says, "and you don't feel like you're getting anything done. It was fun to just *do something*." Andrew Shue would be proud. —*SL*

For: "Current laws concerning guns need to be enforced. Parents and educators need to maintain open lines of communication with children so they are aware of the potential hazards of guns. The likelihood of a child searching for a gun to 'play' with would significantly diminish if children were made to understand how dangerous they can be. The nation cannot be solely reliant on the government to protect our children, but passing more legislation will help." —***Staff Editorial,*** **Daily Collegian,** ***Pennsylvania State University, 3.16.00***

Can't we all just get along? "The NRA is accusing Clinton of poorly enforcing the current federal gun laws. Clinton is blaming the group of promoting the sale of guns to any potential buyer. Rather than argue with one another publicly, the NRA and Clinton need to meet privately to discuss possible compromises and solutions. If neither will compromise, then nothing will get done." —***Staff Editorial,*** **The Crimson White,** ***University of Alabama, 3.16.00***

profile

Stand and Deliver

Mandy Van Benthuysen goes the distance for the Muscular Dystrophy Association. by Sara Lyle

Mandy Van Benthuysen doesn't bring up her disability in casual conversation. "It's not something where I just approach people and say, 'Hi, my name is Mandy, and I have muscular dystrophy,'" the 20-year-old explains.

Fellow Arizona State University students might not even realize her disability unless they've seen her riding her motorized scooter to classes. Neither do some of Van Benthuysen's Kappa Kappa Gamma sorority sisters.

But it's often the young people she speaks to as National Youth Chairperson for the Muscular Dystrophy Association who are most surprised. "About a month ago," she recalls, "[I spoke] at a middle school in Phoenix. I hadn't brought my wheelchair in with me, and people were shocked when I said I have trouble walking."

Van Benthuysen, who was 4 when initially diagnosed, knows she looks 'normal' and takes such reactions in stride. She's been breaking stereotypes since age 8, when she became San Diego's MD Goodwill Ambassador and began giving speeches at local fundraisers. Two years later she became California's ambassador for the genetic disease. She earned her current position at 16.

To address teens and twentysomethings about volunteering and respecting disabled persons, she's traveled as far as New York and Georgia. During telethons she hangs out with MDA National Chairman, legendary actor and comedian Jerry Lewis.

"I'm one of the few with the disease who gets to talk to him," Van Benthuysen enthuses. "For me, it's almost like I'm representing families around the nation who can't thank him personally."

Already comfortable in front of cameras and crowds, the sophomore is majoring in broadcasting. Ironically, the one thing throwing off her game is a public-speaking class. While MDA always encouraged her to "speak from the heart," her professor expects her to use notes.

"It's kind of hard," she says, but admits that note cards and organization might help.

> "It's not something where I just approach people and say, 'Hi, I have muscular dystrophy.'"

Van Benthuysen foresees landing in one of America's two media metropolises—Los Angeles or New York City—to pursue her career. But wherever she goes, she'll stay close to her family. "Sitting at home with [her] family watching a movie" is one of Van Benthuysen's three favorite things. The others? The beach and sunshine—simple pleasures she hasn't outgrown. She doesn't want to outgrow her youth chairperson status anytime soon either. "[I'll do it] as long as they'll have me!" she says, laughing. "I don't know if I have to be a certain age. But I am talking to my peers, and they won't be my peers forever."

As it stands now, Van Benthuysen is already a giant among them. ■

PHOTO: TIM TRUMBLE (Far Left); COURTESY OF MUSCULAR DYSTROPHY ASSOCIATION (Near Left)

Goodwill hunting: MDA youth ambassador Mandy Van Benthuysen with fans.

10questions

Name That Decade

What decade is it anyway? Senior Ryan Guerra, an advertising major at the University of South Carolina, says the only answer is the "unies." by Jason Stutts

***Link*: The "unies"?**
Ryan Guerra: It just makes sense.

Why?
Phonetically it sounds good: seventies, eighties, nineties, unies [pronounced *you-knees*]. And think of ages, numbers, temperature: "It's going to be in the lower-to-mid unies."

What have you done to spread the word?
I've been on TV, the radio and in the newspaper. I've also been a bartender.

When you were bartending, was it easy to get people to say "unies"?
Oh yeah. They love it—especially when you're giving them beer.

When did your campaign start?
In February 1999. I feel like I've been sent by God. He came down and told me, "Ryan, I'm Jesus Christ, and we're in the unies." [laughs] My ex-girlfriend used to make fun of me: "Why the hell are you wasting your time trying to name the decade?" But I believe in it.

How much money have you spent?
About $5,000 on gas, trademarks, laminations, T-shirts and a Web site. I tried putting a "unies" slogan on a couple of condoms: "My wiener size is in the unies."

"My ex-girlfriend used to make fun of me: 'Why the hell are you wasting your time trying to name the decade?' But I believe in it."

That way every guy can feel normal.

What will it take to get people to use the term?
It might take standing on a billboard for a hundred days. If I had a hundred days to kill, I'd do it. I've thought about running around naked with "unies" painted on my ass.

What's the best sentence you've heard using "the unies"?
One writer wrote, "Personally, we prefer 'the naughts.' But then again, like Jethro, we have an IQ in the unies."

Tell me about your experience with Carson Daly.
I went to MTV on a whim to tell them about the unies, give them T-shirts and get on TV. That didn't fly too well. I saw Carson Daly outside and gave him about 12 shirts. I never saw the shirts anywhere after that. They weren't that good anyway.

Would you like anyone besides Daly to promote the unies?
Tom Brokaw. What Tom Brokaw says is news. He's not trying to blow smoke up your ass. If he says "unies," I'll know I've succeeded. ■

PHOTO: RYAN GUERRA

Unies corn: Ryan Guerra (above) has the whole decade in his hands. But his supporters (at left) may have a little too much time on theirs.

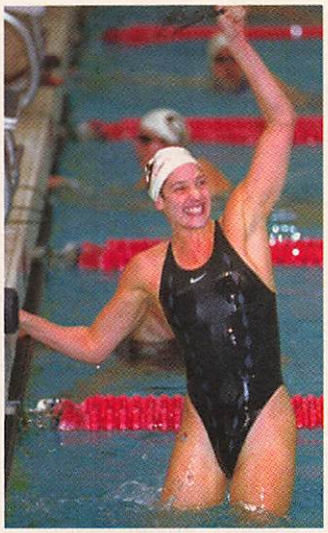
sports

Teammates

Champion friendships that stay in step (and stroke). by Stu Klitenic

Side by side: Kowal and Shealy (above) focus at a meet.

Who: Kristy Kowal
What: Swimmer
Where: University of Georgia
Year: Senior
Major: Education
Get this: Not only did Kristy set American and U.S. Open records in the 100- and 200-meter breaststroke events at the NCAA championships, she also swam with dolphins last summer in the Bahamas.
On best friend Courtney Shealy: "I think this friendship will go on far longer than just the four years we've spent here. Sharing an Olympic experience with Courtney would be great."



Who: Courtney Shealy
What: Swimmer
Where: University of Georgia
Year: Senior
Major: Sports Communications
Get this: In the recent NCAA Championships she won the 50-meter freestyle, 100-meter freestyle and 100-meter backstroke.
On best friend Kristy Kowal: "She's been there for me through thick and thin. We know how to make each other laugh when we need to."

Who: Tim Byrnes
What: Lacrosse
Where: Syracuse University
Year: Senior
Major: Same thing as Stu.
Get this: Tim hopes to go into business in Manhattan after he graduates from Syracuse. Meanwhile, he and some pals are trying to raise money for a European tour this summer.
On best friend Stuart Smith: "He's just been a great friend for four years [and] has always just been so consistent."

Who: Stuart Smith
What: Lacrosse
Where: Syracuse University
Year: Senior
Major: Entrepreneurship and Emerging Enterprises
Get this: Stuart was as talented at soccer in high school as he was at lacrosse. His father played lacrosse at Syracuse and his mother went there as well.
On best friend Tim Byrnes: "He's really easy to talk to. We went down to Miami on spring break. That's a time I will never forget."

PHOTOS: COURTESY STUDENTS' RESPECTIVE SCHOOLS

We're looking for a few good teammates. Do you know any super-tight, superstar relay squads? Did you and your crew break the record for most home runs in an intramural softball tournament? Contact us at editor@linkmag.com.

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Easy Riders

by Theresa O'Rourke

Don't know what to pack for that road trip? 'Round the clock, these goods take you from here to there, and every pit stop in between.

Rise and Shine

9 a.m.: ISO Surfer's SexWax wakes up bed hair fast. Tube curbs flyaways. Both retail for $12. Call 800.ISO.HAIR. For a more natural look, shape up with ICE Molder. $14.50 for a 4.2-ounce jar. *Call 800.445.6426.*

Music to Go

Noon: Designed for the car, the eGO takes portable, digital music to the next level. eGO trippers can also send and receive emails in audio format as well as record memos of on-the-road shenanigans. Prices range from a memoryless version at $189 to a 340 MB model at $499. *Visit www.i2Go.com.*

Just Shoot Me

3 p.m.: Costly disposable cameras are suddenly dispensable, thanks to the Olympus TRIP XB40 AF camera. Sturdy and sleek, it will last as long as your memories. Available for $49 at most electronics outlets.

Fuel for Thought

5 p.m.: Packed with protein, fiber and carbs, these tasty Luna Bars satisfy when fast-food joints can't be found. Strong enough for a woman but prostate-balanced for a man. Available for about $1.50. *Call 800.884.5254.*

Back Seat Drivers

Midnight: Riding shotgun is *so* overrated. Before you slide into the back seat, grab a box of Trojan's Pleasure Mesh condoms, patterned with 300 raised Xs for heightened sensation. A box of 12 is $7.99 for lubricated; $8.99 for spermicidally lubricated.

PHOTOS: DIRK WESTPHAL

Dr. Drew *vs.* Answer Chick

This month, *Loveline*'s Dr. Drew is joined by our very own Answer Chick.

Why does my girlfriend like to smell my armpits after I work out? Is it male pheromones or females' natural instinct? —Chris

That's no natural instinct. Perhaps she's trying to give you a subtle hint that this is something she finds unpleasant. You're supposed to feel uncomfortable, make an effort to clean up and restore your hygiene to a more tolerable state. [On] the subject of pheromones, what nonsense! Guys are always looking to control women. This is the latest fantasy of how men are going to magically command attraction and intense sexual desire from women. Much more is involved than a simple notion that airborne chemicals somehow result in intense attractions. Smells may figure into our choices in relationships, comfort or intensity of attractions, but this is only one small component of a very complex issue.

The fact that your girlfriend loves the way you smell is a compliment—it means she finds you as yummy as a chocolate sundae! Your stank probably just triggers feelings of ecstasy, and reminds her of the hot sex you have. Maybe *you* aren't comfortable with your unique personal odor? Do you shower more than twice a day and douse yourself with cologne? It's also possible that your girlfriend is simply turned on by the smell of sweat. So? Most of us have some unusual sexual associations (like eating spaghetti, the smell of bleach or the texture of PlayDoh). Such quirks are what make human sexuality so fascinating.

What materials are used to make condoms? Are there any environmental or physical dangers associated with their use or manufacture? —Warren

I know of no environmental dangers associated with condom manufacture. Latex, however, has been well documented to cause allergic reactions for some individuals. [The reactions] can be quite intense, even life-threatening.

Most condoms are made from latex (though rarer varieties are made from polyurethane or natural animal skin). Unless you have an allergic reaction, using a condom as it's intended to be used during sex is not a health risk. As you've probably heard, condoms protect you from nasty STD's. As far as environmental concerns, there are some problems. Flushing used condoms down the toilet wreaks havoc on sewage systems. A plumbing-savvy friend told me there is actually some poor guy who dons a special insulated suit and dives into the sewer to scrape condoms off drains! So do your part by using rubbers and then throwing them in the trash.

My girlfriend likes rough sex—biting, handcuffs and even hitting. Is this normal? —Anonymous

People who are preoccupied with these interactions almost without exception have been abused in childhood, typically [physically]. These preoccupations become fetishistic. As such, they have difficulty with real intimacy and may sabotage or, again, look for fetishistic diversions. It can be treated and usually will settle with a greater degree of genuine connection between two people.

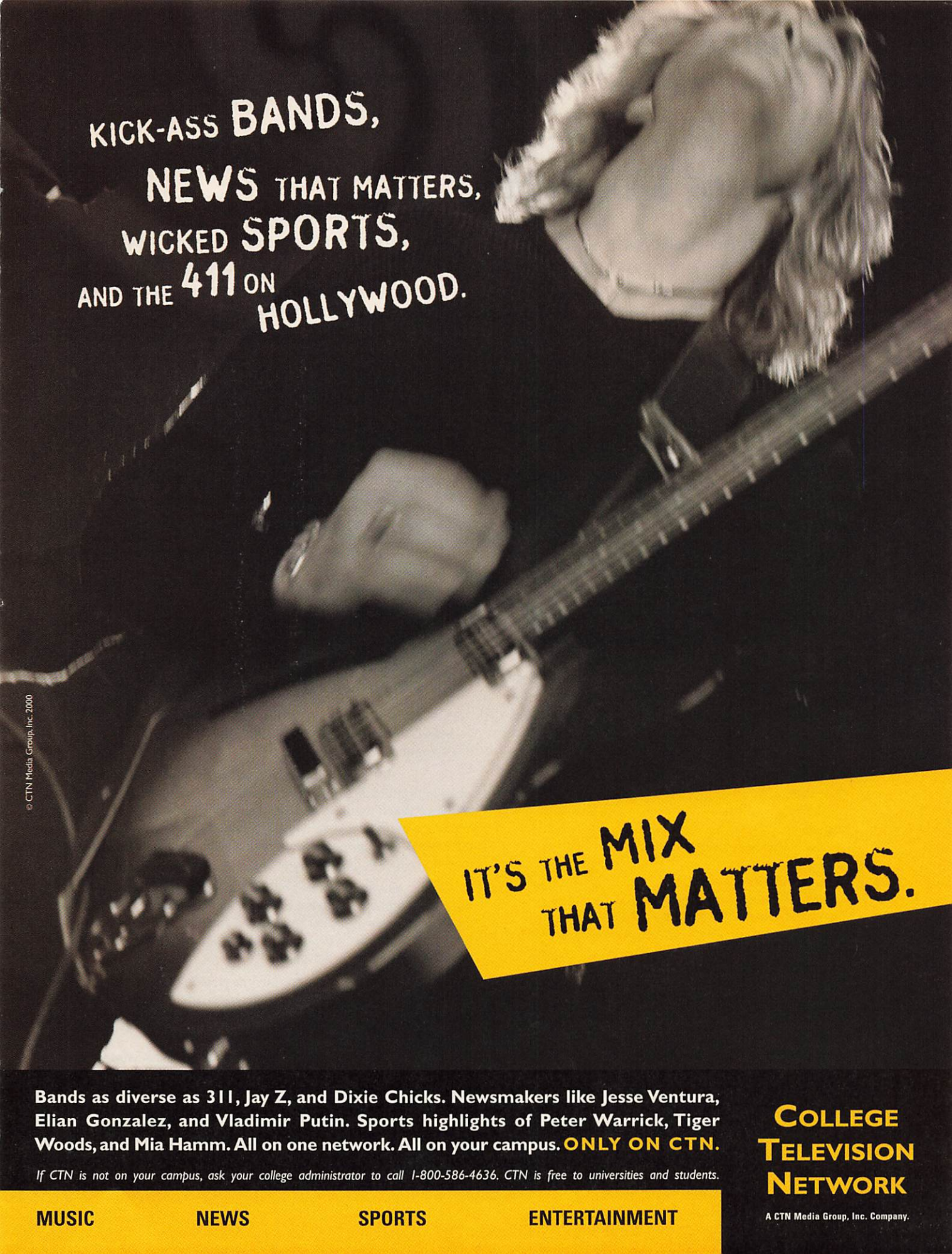
Many people like to flirt with the pleasure/pain divide and push their limits. Some do it in bed. Others do it at the gym, through competitive sports or by playing the stock market. It's that thrill of being in control or alternately, totally out of control. There's a strain of S&M (sado-masochism) in most of us, whether it's as simple as denying yourself dessert all week or longing to be with someone you can't have (like Pamela Anderson Lee or Taye Diggs). In general, as long as it's not obsessive or life-threatening, it could be cathartic. My real question for you is whether or not what your girlfriend likes in bed works for you too. Don't be afraid to draw the line, and tell her what your limits are.

PHOTOS: COURTESY MTV, TOMI C. YUM

Got a question for Dr. Drew and Answer Chick? Email us at editor@linkmag.com, and we'll pass it on.

Besides hosting MTV's* Loveline*, Dr. Drew Pinsky is an internist and addictionologist in Pasadena, Calif. He's the editor-in-chief of drDrew.com.

Answer Chick (a.k.a. Cathay Che) is a contributing editor at* Time Out New York*. She's the author of* Deborah Harry: Platinum Blonde *and has appeared on E! Entertainment Television and* Party Talk*.



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Leftover Luxuries

by Anthony LaSala

It's spring, but your scaly skin and frizzy hair are stuck in winter. No money? No problem!

Priorities, priorities. Between all-day cramming, late-night partying and a fast food diet, your skin and hair take a serious beating. Add on a lack of cold, hard cash, and suddenly having clean pores and shiny locks seems pretty trivial. That's where beauty-on-a-budget queen Dawn Gallagher comes to the rescue.

Gallagher, author of *Naturally Beautiful*, has collected recipes and tips to help you shape up your grooming routine without shelling out big bucks at the local drugstore. Better yet, the model/actress doesn't dish out old wives' tales, like the claim that sticking Scotch tape to your nose will clear up acne (it won't). Instead, she relies on low-cost, natural solutions to age-old beauty problems, using some easy-to-find ingredients.

Beauty's in the eye of the recycler: Savvy students keep eggs, Epsom salt and beer on tap.

Minor pains and stress: To ease body aches, Gallagher recommends dissolving two aspirins or a handful of Epsom salts in a hot bath (if you're lucky enough to have a bathtub). Light some candles and sink in. Says Gallagher, "Staring at a candle will take your mind off the day's events and calm you down."

Eye fatigue: Whether you spend hours in front of the computer or watching reruns of *The Simpsons*, your eyes need a break. An easy solution? Witch hazel. In the morning, dab some on two cotton balls and place them over your eyes. The cooling liquid will reduce eye puffiness. Gallagher points out that it's also a "great, inexpensive toner for oily skin," easily found at any grocery store.

Drab hair: Ye olde bottle of brew is just fine for beefing up your hair follicles. "Combine some flat beer with your shampoo. The yeast in the beer will give your hair extra body, shine and bounce," says Gallagher. It can also be used as a setting lotion. Just comb it through your hair and let it dry naturally.

More quick fixes: Nix dandruff by massaging plain yogurt into your scalp. Give your hair fullness and gleam by adding egg yolk to your shampoo. Banish oily locks, itchiness and dry skin with apple cider vinegar. Zap zits with a dab of fresh carrot juice.

Don't forget the agua: Water's the most economical wonder drug of them all. "Always carry a bottle," says Gallagher, since it will "flush the toxins right out of your skin."

Check out Gallagher's recipes or email her for more tips at www.askdawn.com ■

ILLO: PAMELA HOBBS

recipes

For Skin: comforts and nourishes

Scottish Oatmeal Mask

Ingredients:
1/2 cup cooked oatmeal (cooled)
1 whole egg
1 tablespoon almond oil

Combine all the ingredients and apply to your face. Leave on for 10 minutes, then rinse off with warm water. If you have oily skin, omit the almond oil and add 1 tablespoon lemon juice and half a mashed apple. If you have dry skin, add half a mashed banana and 1 tablespoon honey instead.

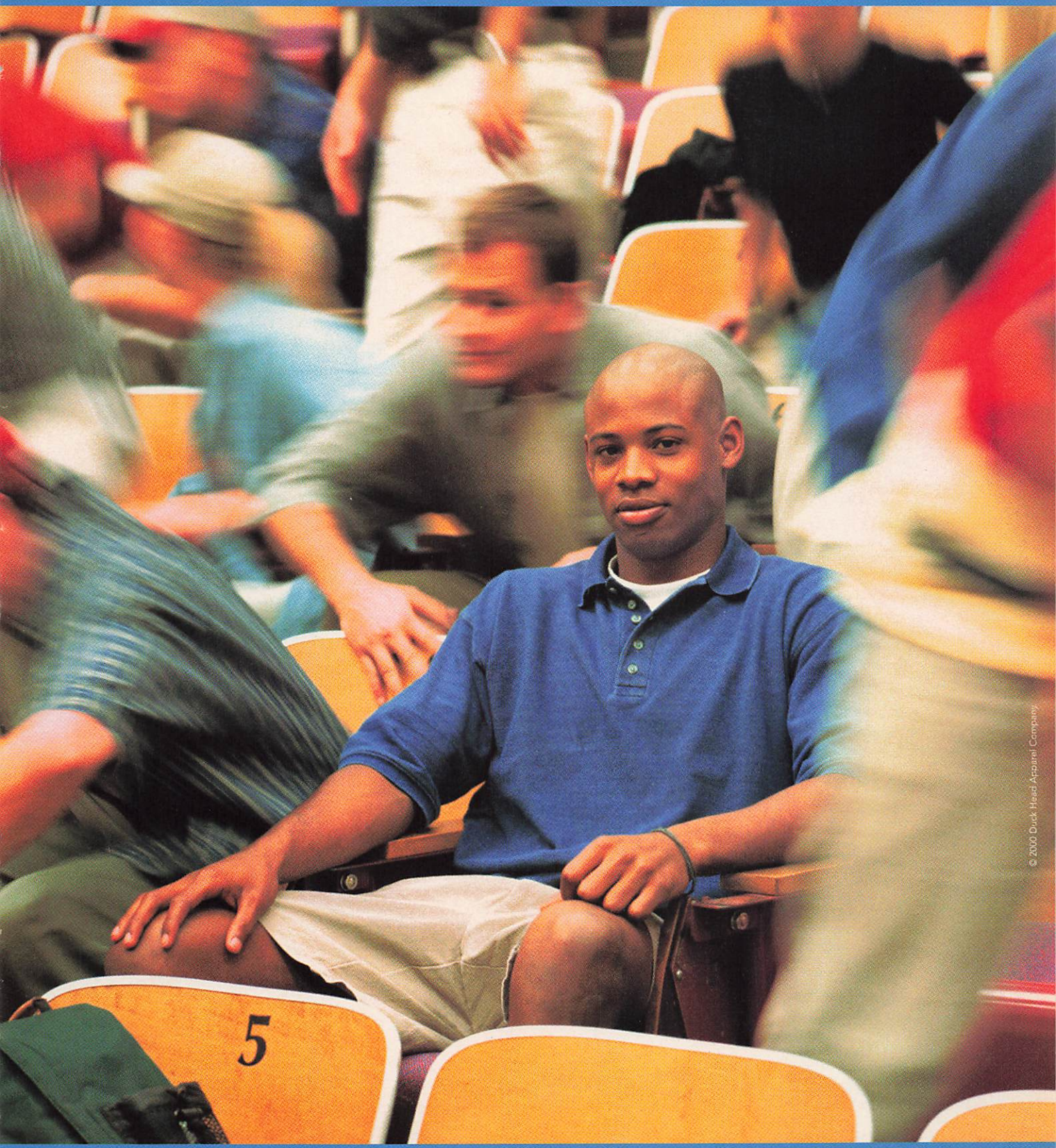
For Hair: adds volume and shine

Body and Beer Shampoo

Ingredients:
1 cup day-old beer (the flatter the better)
1 cup basic herbal or neutral shampoo
1 raw egg yolk (optional)

Add the beer and egg to the shampoo and stir well. Shampoo as usual. "Don't worry," Gallagher maintains, "you won't smell like a brewery once your hair has dried."

Hammond Russell will graduate this summer.



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Right after he acquires his third company.

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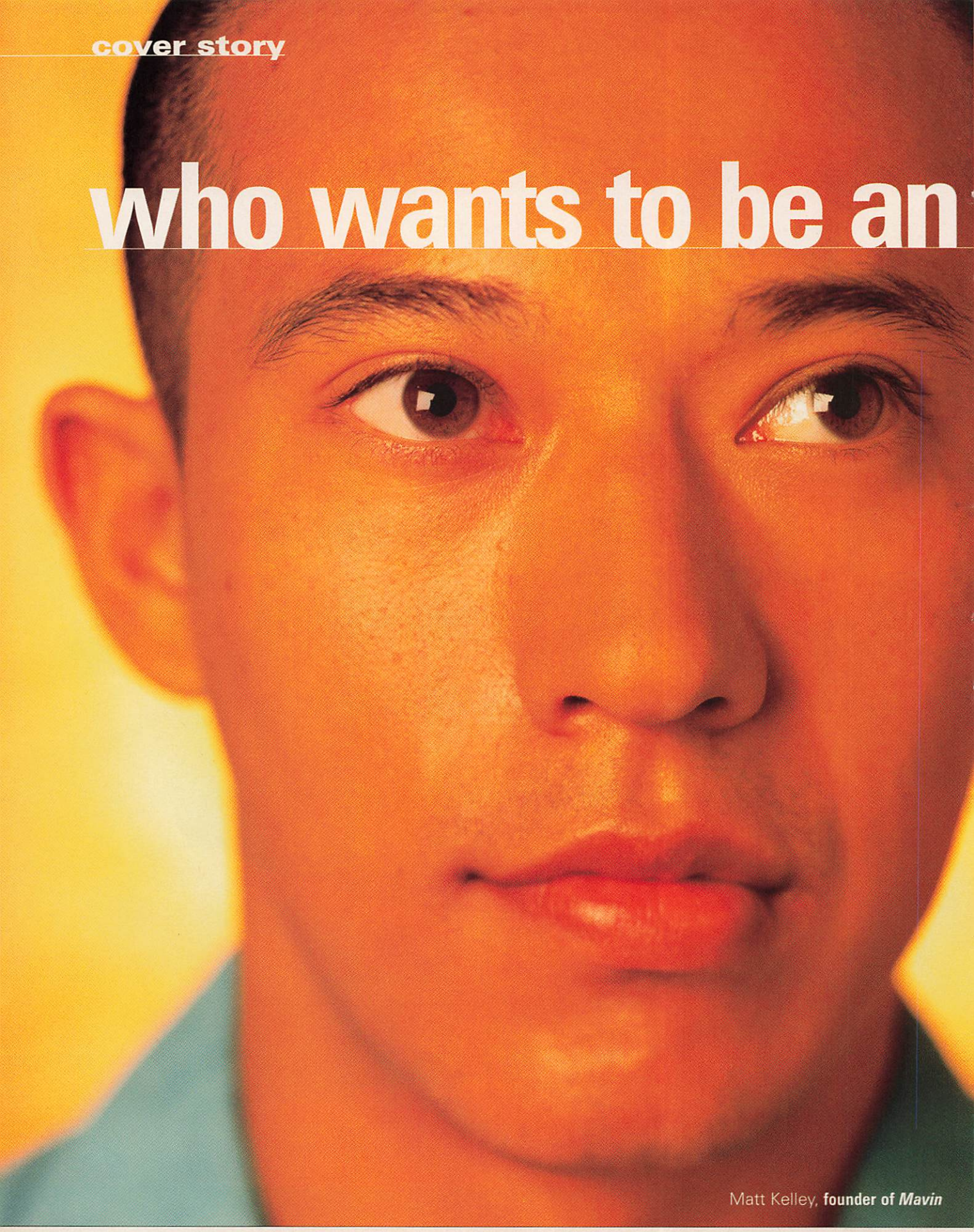
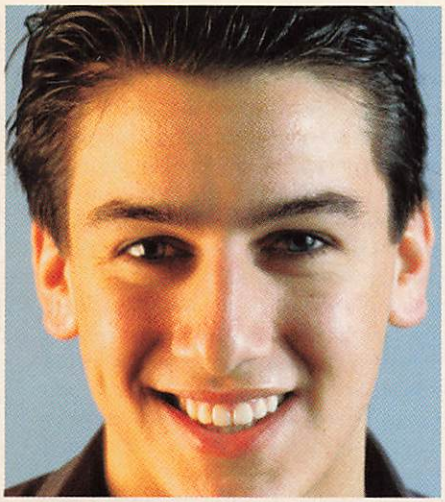
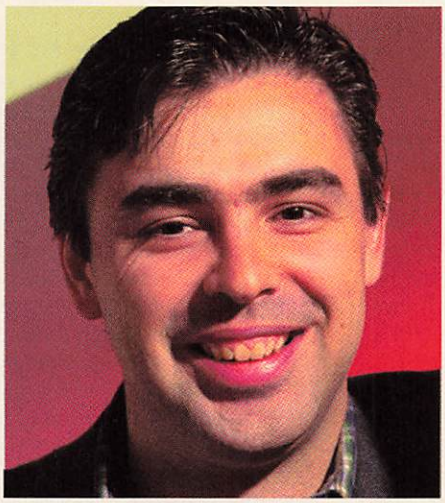


Matt Kelley, **founder of *Mavin***

Entrepreneur?

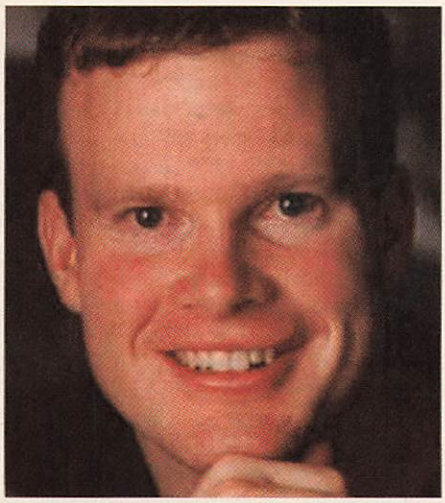


Ari Meisel, **founder of Liontex**

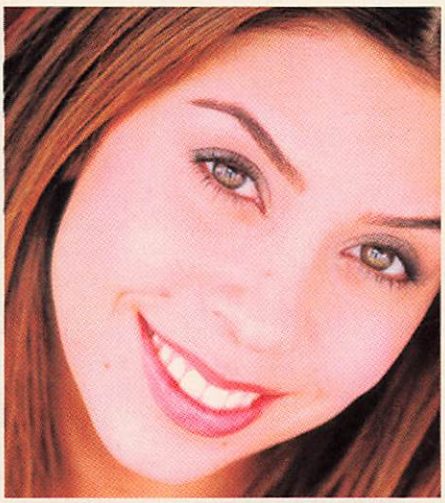


Larry Page, **founder of Google**

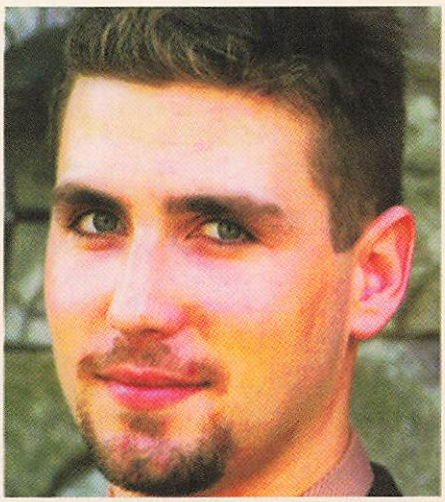
Tina Wells, **founder of The Buzz**



Bill Martin, **founder of Raging Bull**



Dineh Mohajer, **founder of Hard Candy**



Michael Scully, **founder of BuyCoffee.com**

These mavens want to be judged by the company they keep—their own. **Theresa O'Rourke** learns the secrets of their success and why so many college students are eager to play boss.

Saying that Matt Kelley has a way with words is like claiming Michael Jordan knows a thing or two about basketball. Humbly eloquent, he's a poet with purpose, speaking words of wisdom that belie his 20 years. No wonder the *Seattle-Post Intelligencer* likened the sophomore at Connecticut's Wesleyan University to "a hip-hop rapper who aced his verbal SATs."

Born to a Korean mother and Caucasian father, Kelley created *Mavin* as a much-needed forum for the multiracial population. The magazine was the end result of a long process of self-discovery. "I went through a big racial consciousness between senior year in high school and freshman year in college," he explains. "[It was] really tumultuous in terms of my own racial identity. I didn't realize it, but there [was] definitely a feeling of ambiguity, a feeling of placelessness."

Having spent two arduous years shaping *Mavin* (the first and only publication to tackle the mixed-race experience), he's been able to give his peers a voice as well as a home, at least in the pages of his magazine. And though he may seem more of a humanitarian than a businessman, he's a bit of both. *Mavin*'s readers tell Kelley that he's given them a sense of place. "Maybe for the first time in their lives," Kelley notes, "they're feeling a connection."

Originally intended as a newsletter for college students of mixed-race backgrounds, *Mavin* has morphed into a magazine with a subscriber base of 32,000, sold nationally at newsstands and bookstores. Kelley intends to boost the readership to 50,000 and form a not-for-profit *Mavin* foundation to foster communication and discourse. "To have something that will leave a legacy," he asserts, is "definitely a long-term goal."

Blessed with such fearless tenacity, Kelley is no anomaly on today's campus. He's part of a generation of young entrepreneurs who refuse to rest on their laurels. Individually diverse and collectively inspiring, their visions far surpass their ages, and their drive often dwarfs that of their superiors and elders. Rather than waiting for the establishment to listen, they're creating opportunities to be heard on their own terms. Though the anything-goes climate of the Internet takes center stage, the industries they enter run the gamut—from catering to trendspotting to cosmetics. All are veritable hotbeds for dogged undergrad talent.

But perhaps what's most endearing is that these young magnates aren't necessarily roused by the almighty dollar. Instead they're driven by an innate desire to create, fill a philanthropic void, and even redefine work as we know it. In the process, however, many are making a fortune.

The New Rite of Passage

As a University of Texas-Austin undergrad, Michael Dell launched his namesake computer empire in his dorm room. Internet super-portals like Yahoo! and Excite soon followed, with their own tales of modest beginnings in cramped quarters at Stanford University. These success stories linger in every wannabe tycoon's wet dreams and have undoubtedly left an indelible impact on the collegiate psyche. At the dawn of the new millennium, more eager phenoms are riding their coattails into this brave new world.

Media overkill can lead to false impressions: As the headlines tell it, building your own business is the new lottery—all you need to win big is a dorm room and a dream. Still, many of today's biggest players did give birth to their mega-businesses on campus. Where else can you find relatively affordable room and board, a pool of business-savvy professors, an exhaustive amount of resources and free high-speed Internet access?

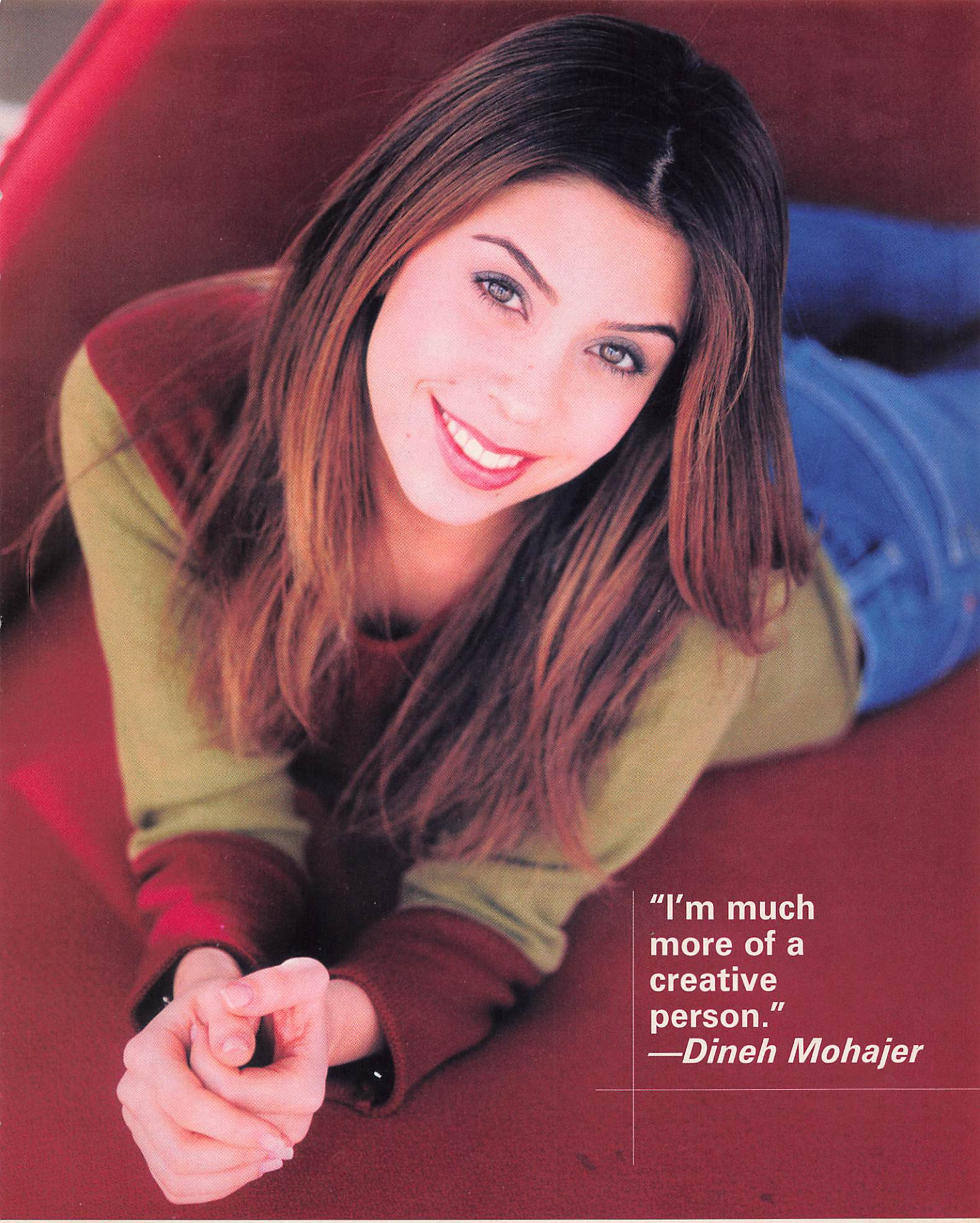
Eschewing the status quo, the college crowd is now embracing self-employment as a virtual rite of passage. A poll conducted by Students in Free Enterprise (SIFE)—a nonprofit organization that helps students develop leadership skills—revealed that 66 percent of American college students believe they will someday own a business. *Link*'s survey of more than 700 students found that 19.5 percent want to work for themselves (turn to page 17 for complete results). With such a career itinerary mapped out, it's as if today's students beam with a sense of poetic justice. After all, their generation has often been deemed devoid of drive and burdened by apathy. But today's wunderkinds can grin in the face of suited-up cynics.

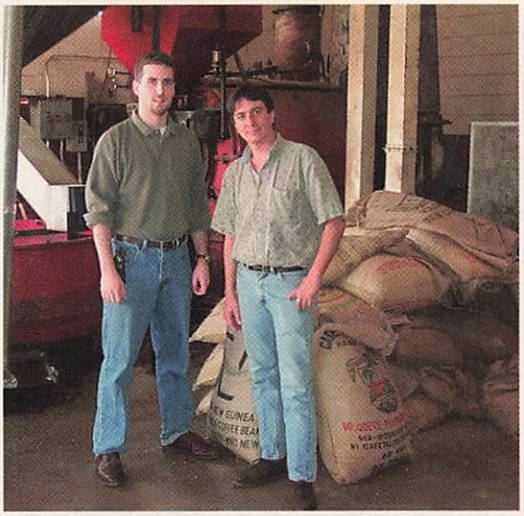
Sixty-six percent of American college students believe they will someday own a business.

What's the impetus behind their good fortune? In this booming economy, students feel entitled to a piece of the pie. Look no further than Wall Street for the evidence. As Steve Spinelli, director of the Arthur M. Blank Center for Entrepreneurship at Babson College, maintains, "There's a clear transfer of wealth in the movement of capital from the Dow to the NASDAQ, [and] tremendous wealth-creating possibilities. Today's students are so well prepared to take advantage of it. [They] aren't scared of technology. They embrace it, they experiment, they enjoy it."

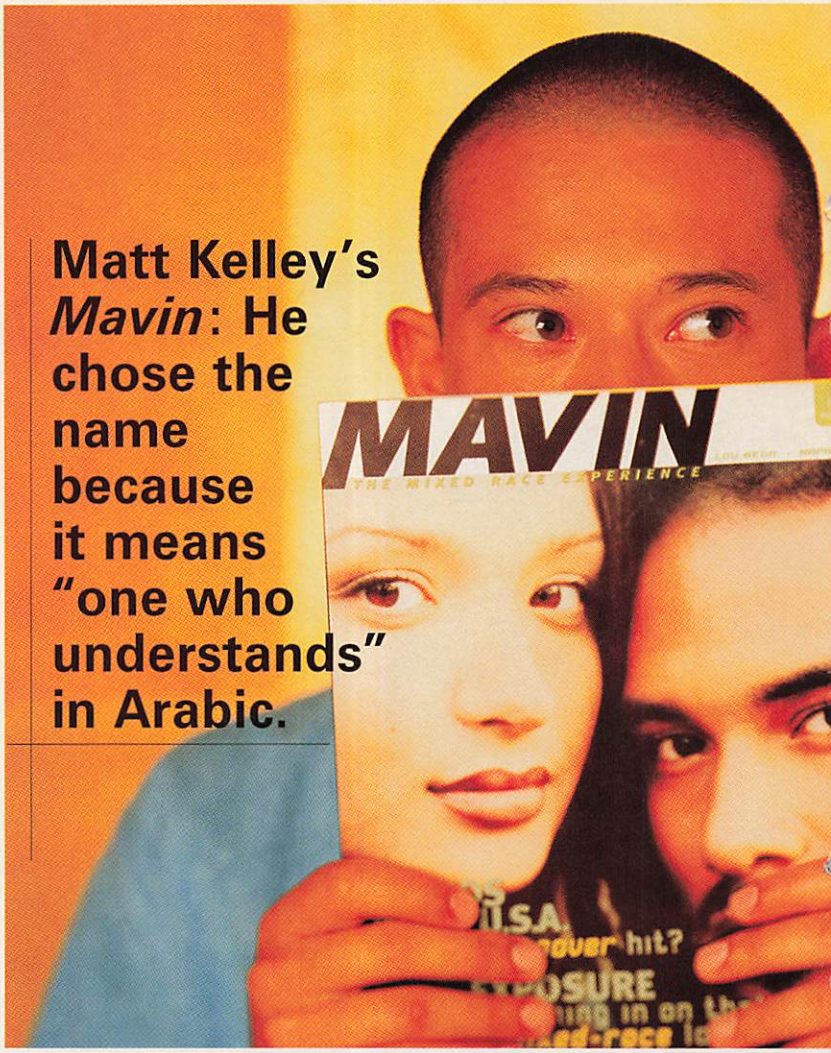
Spinelli adds that parents are also partly responsible for the surge—albeit obliquely. "A lot of them [were] laid off," he says. "I think they're less enamored by the big-business process. They see the benefits of an entrepreneurial career. So [they] don't apply the same pressure of 10 years ago. Today, if you come home and say, 'I have a great idea for an online bridal consulting business,' your mom and dad will say, 'Go get 'em.'"

Photos of Matt Kelley: Photographer: SAFIA FATIMI; Stylist: DESIREE KONIAN; Makeup: AKI MATUHASHI; Location: PRIMUS STUDIOS; Clothing: SPHERE BOUTIQUE shirt. **All other photos:** courtesy of interviewees' companies.


"I'm much more of a creative person."
—Dineh Mohajer



(Left to right): BuyCoffee dudes, *Mavin* man, Candy girl and Google guys.



Matt Kelley's *Mavin*: He chose the name because it means "one who understands" in Arabic.

'Net Gains

The dream-inspiring economy and a new generation of parental guidance are certainly vital ingredients to this entrepreneurial revolution. But it wouldn't be complete without the Web. Short of being hailed as a cure for everything but the common cold, the Internet has played a crucial role in fueling the current craze of youth-preneurs. "With the explosion of the Internet," says Ken Ramberg, cofounder of Jobtrak.com, "more and more graduating seniors are opting to take a chance and, worst-case scenario, come away with a lot of hands-on experience."

So much for Alan Greenspan's cries of "irrational exuberance." That's how the Federal Reserve Board Chairman described the technology surge that rocked the stock market back in 1996. Still going strong, the Internet is forcing business schools across the country to redefine their programs in the new economy. (See sidebar: "U. Can Do It!" p. 38.)

And students have unparalleled options. Even if they're not ready to swing it solo, they're willing to get their feet wet by working for a start-up. With so many new ventures offering enticing stock options, a mere paycheck suddenly seems like pathetic compensation. According to a recent Jobtrak.com study, 26 percent of students were interested in working for start-ups, while 16 percent were eyeing self-employment.

Frankly, university career centers say, entrepreneurship and start-ups make sense right now. "I bet that in 1980, 69 percent of job seekers were focused on big companies, entrepreneurial opportunities were rarely thought of, and start-ups were considered suspect and risky in terms of career growth," says Richard White, director of career services at Rutgers University. "It's amazing how technology and the economy have turned the world of work and career expectations upside down."

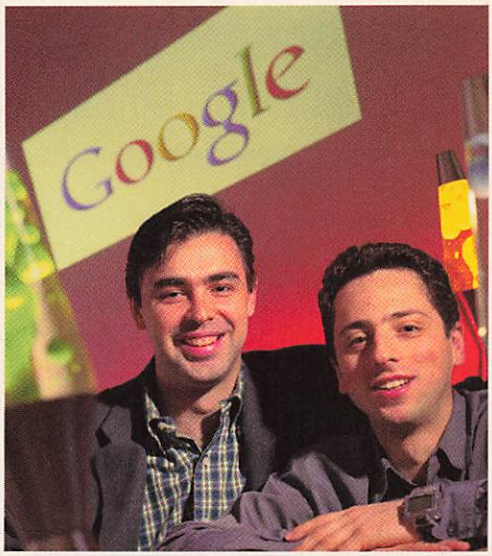
On the downside, the Internet has thrown a monkey wrench in the definition of business success, resulting in some nebulous consequences. "Companies no longer feel the need to generate profit or even revenue," observes Bill Schatz, whose Web site, Startuprx.com, offers start-up solutions for business hopefuls. "Many entrepreneurs would consider raising money as the sole indicator for success."

But today's student is ready to ride the uncertain wave for all it's worth. And with good reason, says Spinelli. New venture creation will remain at the core of young people's careers from now on—or at least, he predicts, for the foreseeable future. The trick, he notes, is not falling prey to the notion that every start-up is destined for billionaire bliss. "A lot of 19- and 20-year-olds haven't been through ups and downs," he says. "This is a unique economy, and I fear they won't be able to understand some of the gyrations."

$200 Million? Sorry, Not Enough

At the University of Virginia's McIntire School of Commerce, the class of 2000 is prepping for this month's graduation ceremony. Bill Martin, unfortunately, had to take a rain check. The 22-year-old dropped out as a sophomore to devote all his time to Raging Bull, his aptly titled company. A financial message-board Web site with attitude, it lets you click an "ignore button" to block posts from inane surfers while you're getting the latest stock updates.

No need to shed a tear for Martin. Born three years ago in his UVA



dorm room, Martin's ragingbull.com was a force to be reckoned with in mere months. It caught the eye of CMGI, the world's largest and most diverse network of Internet companies. Its chairman, David Wetherthell, hammered out a deal to fund the site over pizzas with Martin and his two cofounders. In February, the start-up was acquired by portal and search engine behemoth AltaVista for an undisclosed sum. How much? A few months before the buyout, Martin turned down an offer of $200 million. Raging Bull currently controls about 5.6 million shares of AltaVista stock, according to Securities and Exhange Commission filings. So you do the math. "Now we're playing in the big leagues," Martin quipped after clinching the deal.

The secret to such success? An appetite for risk. "Being an entrepreneur, there is some degree of a rebellious attitude," he says. "I interned for Goldman Sachs the summer before I started Raging Bull. I had a lot of fun there, but the whole game plan was set and there was [too much] bureaucracy. It just wasn't for me."

School, for right now, is on the back burner. Though Martin says his mother often asks if he'll ever finish his degree, his plate is too full to even consider the option. Between Raging Bull, his recent investment in Novix Media (an online media venture for twentysomethings) and his role on the board of directors of Learn to Invest (a non-profit organization devoted to educating high-school students about the stock market), time is at a premium.

Besides, Martin seems more comfortable at the head of the class. He's lectured at both his would-be alma mater, UVA, and Rutgers University. So what's the most crucial lesson he would teach the eager undergrad?

"You can take a risk now, and work for a start-up," he suggests. "The Internet culture breeds a young camaraderie culture. It's just more fun, and worth the risk. If it doesn't work out in two years, you can go back and work at Morgan Stanley."

With a drive this undaunted, it's doubtful Martin will ever have to play corporate puppet again. But the satisfaction he feels can't be measured in dollar signs. "It's just fun," he says. "I mean, money is great. But when I'm in a restaurant in New York City and two guys in front of me are talking about Raging Bull, now that's incredibly satisfying."

Does the college education lose its value when the graduate with a degree is offered a $30,000 gig at an accounting firm, while a dropout rakes in millions for launching a successful Web site?

Not Business as Usual

Speaking of satisfying, imagine this scenario, as conceived by Larry Page, cofounder of the search engine Google. You head into work. You're a bit hungry. Thankfully, an array of breakfast cereals awaits you. Come lunchtime, a chef serves up a dish to suit your tastes. Ditto at dinner. As the day winds down, you're feeling a bit achy, so you head to the office masseuse for a quick rubdown. Sound like utopia?

In Page's offices, it's reality. As he would argue, these aren't amenities in today's start-up; they're necessities—especially if you're based in the über-competitive technohub of Silicon Valley. At Google, work and play are one and the same.

"People can work wherever they want [in Silicon Valley]," Page, 27, explains. "Our employees spend a lot of time [on the job], and having a nice environment is important. We also play street hockey two times a week."

Google came to life four years ago, when Page and his partner were Ph.D. students at Stanford. By the time the duo was handed their first round of funding in September 1998, their coveted product was already creating 10,000 searches a day.

The Dreaded Business Plan

Make it snappy, investors warn, or you'll lose their interest in a nanosecond.

You have a kick-ass idea for a business. Now you're set to get it all on paper. So you draft a 20-page, A-to-Z, cover-every-nook-and-cranny-proposal, complete with addendums. That'll knock venture capitalists off their feet, right?

Only if you want to put them to sleep, charge critics. The traditional business plan has recently come under fire. Detractors call it an overly verbose document in desperate need of a makeover. On the subject of brevity, venture capitalists don't mince words. Bombarded with business plans every day of their working life, they consider such documents as crusty as old textbooks in this Internet age. "By the time they are written, business plans are typically rendered obsolete," argued J. Neil Weintraut, general partner at 21st Century Internet Venture Partners, in a recent issue of *Business 2.0.* "Venture capitalists are more concerned about the existence of a vice president of engineering than of business models or spreadsheets."

Does everyone agree? Not Don Spieler, a regional director for SCORE. He claims dissenters miss the bigger issue and, in the process, forget the importance of structuring their ideas. "Most young people don't have a format," he says. "A business plan sorts out your thinking. You'll obviously revise it as you go along."

Quick sources for b-plan writing: www.bplans.com, www.businessplans.org, www.bizplanit.com/vplan.htm.
—TO

U. Can Do It!

Universities ditch old-school ways in the new economy.

At Babson College's Arthur M. Blank Center for Entrepreneurship, a student launched a phone-card sales dot-com. Soon he had a seven-figure revenue to manage along with his homework.

So why bother staying in school? Babson, whose undergraduate program is consistently top-ranked by *U.S. News & World Report,* developed a curriculum future tycoons can't afford to miss. Undergrads complete a full year of Foundation Management Experience, in which they plan and run real businesses using Babson funds. (All revenue is donated to the non-profit foundations of their choice.) The school's director, Steve Spinelli, says it works. About 70 percent of its students are launching dot-coms, many turning grade-A profits. "In five years," he says, "you'll be hard-pressed to find a school that doesn't teach entrepreneurship."

Even the Ivy Leaguers are rolling their eyes at staid, business-as-usual programs. In February, a *Yale Daily News* opinion column blasted the School of Management for its lackluster initiatives. "Following the lead of Columbia and Northwestern, it's about time Yale set up a seed-level fund. Hire experienced professionals to manage it, and let them loose on campus with $25 million or so," wrote former student R. S. Ophir. "About time," for Ophir, was too late. He's on a leave of absence and is launching an Internet company.
—TO

Andy Bechtolsheim, cofounder of Sun Microsystems, was immediately impressed. As Page recounts, "He said, 'This is a no-brainer. How about I write you a check for $100,000?' We agreed. So he wrote it out to Google, and we had no company, no lawyer. We hadn't incorporated the company yet, so we couldn't cash the check. There was no paperwork."

Too unassuming to gloat over their newfound funding, the quirky pair commemorated the event over Whopper combos at a Burger King down the block. "We figured we should celebrate by being really unhealthy."

Humility aside, Google is proof positive that a superior product will have venture capitalists crawling on their knees. "We didn't talk to a single investor who wouldn't give us money when we were going through our [first round of funding]," Page proclaims. "We had a product that was obviously better and worth a lot."

The duo found their niche fast. They urge any would-be entrepreneurs to memorize their market. "It's really important to talk to CEOs at the large companies that will be your competitors," Page stresses. "You can get access to them if you're clever about it, and certainly if you have an interesting product, show it to them. Don't worry about them copying you. Chances are they're too lazy."

The Million-Dollar Toenail Polish

What if a gene held the key to the entrepreneurial spirit? What would its traits and net worth be? Would people want to reproduce it? While most of the visionaries in this article agreed their tenacious drive was innate, Dineh Mohajer claims to not be inclined to CEO status.

If there were ever a reluctant entrepreneur prize, Mohajer would take home top honors. The founder of Hard Candy cosmetics admits that if she never had to look at a budget again, she'd die happy. Says the 27-year-old, "I didn't really want to be an entrepreneur. I'm not interested in the stock market. I'm much more of a creative person. Profit-and-loss [is] impossible stuff as far as I'm concerned."

The self-deprecating Mohajer is now sitting on a cosmetic goldmine, worth more than one million dollars. It all started by accident five years ago, when the former University of Southern California pre-med student couldn't find a toenail polish to match the color of her sandals. "I was just doing a summer project and it went haywire on me," the down-to-earth mogul recalls. "Then everyone caught wind of [the polish] and liked it. So I realized at that point that there was a really big opportunity. And then as people were interested, I pursued making it bigger."

Rather than study for her medical school admissions test, Mohajer set up shop in Beverly Hills, and she hasn't looked back since. Though her company was acquired by upscale fashion house Louis Vuitton Moet Hennessey last year, Mohajer still maintains complete creative control over her products and the company image. She readily relinquished her monotonous production duties. "I don't miss that at all," she says.

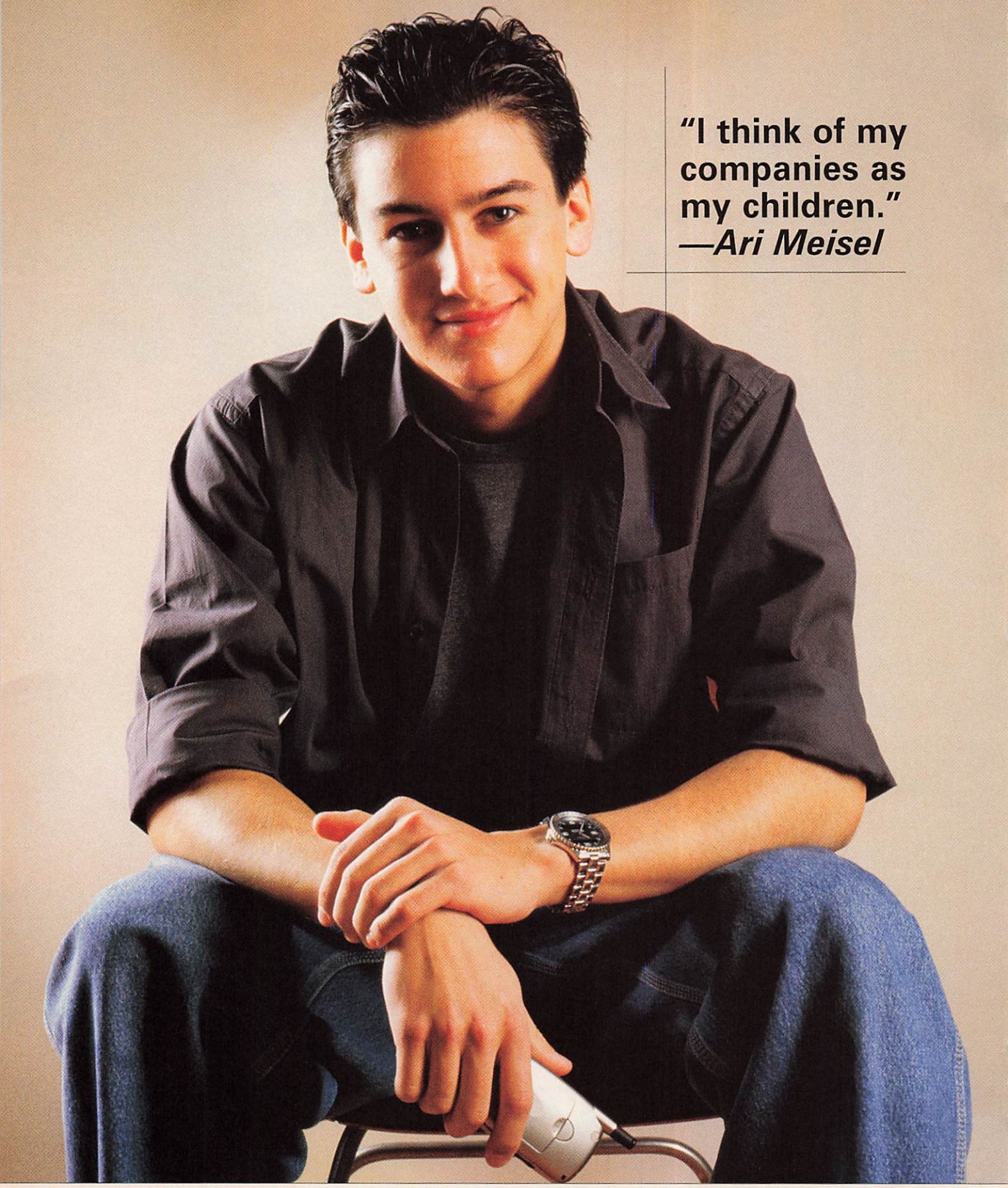
Mohajer is grateful for all the help she's received, especially from her mom. "I milked my parents for probably a couple hundred thousand over time," she admits. "My mom ran my father's medical practice, so she understood how to run a business. She really made it happen for me."

Money for Nothing?

Mohajer secured her cash the old-school way: mooching. It's what the experts commonly refer to as the three Fs: family, friends and fools. But say your family is of meager means, your

Photographer: SAFIA FATIMI; Stylist: DESIREE KONIAN; Makeup: AKI MATUHASHI; Location: PRIMUS STUDIOS; Clothing: CANDIE'S shirt and jeans.

"It's time for teens to stop being passive and start being active. This is their world."
—Tina Wells



"I think of my companies as my children."
—Ari Meisel

friends are all tightwads, and you can't find any fools willing to greenlight your idea. Where do you get the cash to fund your dream?

You can head to your local bank and attempt to secure a loan. But perhaps there's a better way. Slews of investors stand waiting, ready, willing and able to burn cash like it grows on trees. Yep, venture capitalists are dangling their proverbial carrots in the faces of legions of college students.

The numbers speak for themselves. According to the National Venture Capital Association (NVCA) and Venture Economics (VE), last year's venture capital investments totalled a record $48.3 billion, increasing by 151.6 percent over 1998. As NVCA chairman John Martinson notes, "More entrepreneurs are receiving funding than ever before, and we expect the upward trend to continue."

But there are sobering numbers to dash those trends, based on the simple formula of supply and demand. The National Commission on Entrepreneurship claims that an estimated 800,000 businesses are launched each year. The vast majority will be rejected by VCs. Even when VCs invest in your business, there's no telling when they'll pull out. The high-tech industry is particularly vulnerable. Fact is, argues Spinelli, capitalists gobble dot-coms in record numbers and spit them out when they've had their fill, often spending one to four years on a prospect instead of the traditional four to seven years. According to John L. Nesheim, author of *High Tech Start Up*, the result is that 60 percent of high-tech companies that secure capital will eventually claim bankruptcy.

There is hope, says Harvey S. Jacobs, president of venture-capitalist.com. "Not everyone is going to do $4 billion in business in 18 months," he notes. "You haven't even scratched the surface until you've been rejected by 50 to 60 venture capitalists. I ask people, 'Has someone paid you for your product or service?' If [even] one person has, I'm much more interested."

According to Page, you have nothing to lose. "As a student, you don't have a family and a huge income," he says. "You're not risking your career. You have a lot of flexibility to do whatever you want, and a lot of resources."

An Education in Reality

Despite an apparent abundance of resources, Matt Kelley contends that *Mavin* is like a baby that monopolizes all his time. But, he jokes, "it's not all that cute sometimes."

The consummate professional, Kelley has to force himself to socialize. There are always more readers to reach, more issues to tackle, more partnerships to create. "We just entered into a contract with AsianAvenue.com and BlackPlanet.com," he explains. "We also collaborated with BET.com's relaunch. I'm hoping *Mavin* can work with other community portals and organizations. There's so much more to do."

Clearly there's a lot of work behind the smooth surface of lofty goals, including countless little details that can't be overlooked. Many entrepreneurial wannabes lose sight of a simple fact: To be your own boss, you have to put in the hours, the always-accessible, 24-7-365 kind. Are you ready to live and die by the ring of your cell phone? Can you imagine working 75-plus hours a week?

"Be darn sure that you're willing to be a multitasker," warns Don Spieler, a regional director for SCORE, the national, nonprofit association partnered with the U.S. Small Business Administration. "You've gotta be willing to turn the lights on and off, sweep the floors, and meet the payroll, regardless of what business you choose."

Last semester, Kelley realized that he was guilty of being a mediocre student and a mediocre publisher. Though he says he wants to continue his undergrad education, he's currently not enrolled. However, he notes that he is teaching a course at Wesylan called "Racially Mixed in the U.S."

So does the college education lose its value when the graduate with a degree is offered a $30,000 gig at an accounting firm, while a dropout rakes in millions for launching a successful Web site?

Bill Martin isn't exactly eager to champion a stay-in-school campaign. "When you go to school, you have to take these classes so you can get this job," he reasons. "And the educational system is degraded because of that. When I worked at Goldman, they trained you to do everything you needed to learn in six weeks. You go to UVA and they want you to take a two-year finance curriculum."

Still, others refuse to write off the campus experience. "If my business falls apart, you can't take that degree away from me," asserts Tina Wells. "I ran [The Buzz] for three years before I entered college. But there are so many things that I've learned. I can't have one without the other."

Kelley makes a case for the dorm-room-and-a-dream argument. "One thing that people fail to realize is that when you're at college, in addition to having a great time and having unparalleled intellectual and social resources, you're also here to make connections." As he argues, "Whether they're connections just on a friendship or relationship level, you're creating professional relationships. Where else are you gonna be in such a microcosm of so much talent and resources?" ■ >>

> "As a student, you don't have a family and a huge income. You're not risking your career. You have a lot of flexibility to do whatever you want."
> *—Larry Page, cofounder of Google*

Starting your own biz? Log on to www.linkmag.com, and type in the Link2Code Resources.

Photographer: TOMI YUM

For every Michael Dell exalted in the media, there are countless unsung heroes hoping to manifest their works-in-progress into works of art. *Link* caught up with three students juggling books and budgets.

Ari Meisel:

Three Dot-Coms at 17

Philosopher and author Ayn Rand claimed she wrote for the simple happiness of creating. So it's not surprising that high school senior Ari Meisel calls her one of his greatest inspirations.

"I'm not really interested in money," he insists. "I realized that being a CEO means that you can solve problems all day, and that's fun. It's envisioning, doing, creating."

A self-proclaimed insomniac, Meisel is headed for the Wharton School at the University of Pennsylvania this fall. At 17, the New York City native already heads a trio of companies. He launched his first venture, Liontex (a Web site design company), at 14. His second, Tek, outfits homes and cars with across-the-board technology solutions. His latest, dial-food.com (now in a pilot phase serving New York City college students), offers online takeout menus.

Though many of Meisel's clients are twice his age, the gap doesn't bother him. In fact, he embraces it. "If you're a good entrepreneur," he says, "you put your heart, blood, sweat and tears into your company. I think of my companies as my children. They're my ideas. I created them; I nurtured them; I made them what they are. I wouldn't do anything to jeopardize them."

Tina Wells:

What's in a Trend?

Tina Wells, 20, has been asking herself that very question since 1996. Then a mere 16, she launched The Buzz, a consulting service aimed at bridging the gap between teens and the clothing and cosmetic companies that target them. Having amassed more than 50 clients, including teen gems like Bongo jeans and Candie's, Wells is now headed for Chicago to expand her business. The Hood College (Maryland) junior will complete her senior year at the Windy City's Columbia College.

She's ready to build The Buzz into a full-fledged consulting agency, offering product development, project consulting and market-research reports every quarter on teens and trends. And she's eager to take her peers along for the ride. "I'm looking for a group of 10 to 20 college consultants," she explains. "I'd offer them internship possibilities in Chicago with my partner. We're trying to keep it a very youthful company, but at the same time very professional."

And Chicago is only the tip of the iceberg for the ambitious communications major. "My mom says to me, you know Oprah is talking about retiring," Wells says with a laugh. "I just think it's time for teens to stop being passive and start being active. This is their world."

Michael Scully:

Not Your Average Cup of Joe

Whenever 21-year-old Michael Scully feels stressed out from running BuyCoffee.com, his online coffee business, he looks at a Post-It note tacked to his wall. "When I started, I was flat broke, and I don't come from a wealthy family," the University of Central Florida senior explains. "My mom struggles. And when I told her what I wanted to do, she sent me a check for a thousand dollars and a little Post-It that said "make it happen."

Suffice it to say that Scully is a man of his word. Despite taking a full course load and working on an honors thesis, the senior management information systems major has had such success with his company that Duck Head recognized him as an Entrepreneur of the Month in January.

Launched in November of 1998, Scully's company sells more than 40 different blends of brew. Though he now rakes in tall orders, he has resisted the urge to splurge. "I've been reinvesting the money into marketing my company," he says. "You see the bank account numbers go up, and you think, 'I can take some of that, that's mine!' But you resist the temptation. No fancy cars for me yet."

His self-discipline is paying off. Scully just signed a marketing contract with ShopNow.com, one of the largest shopping directories on the Web. And to make the BuyCoffee.com experience more upscale, he invested in new packaging and labels, which increased his percentage for repeat business. He's also working on new ways to extend his brand name. Among the projects on tap: BuyCoffee.com Wholesale to serve cafés as far away as Australia and South America, a free-coffee incentive to buy in larger quanities, and a monthly delivery service.

"When you see the potential every day, you say, 'I just gotta work a little harder,'" Scully says. "You know, sleep a little less." ■

"You see the potential and say, 'I gotta sleep a little less.'"—Michael Scully, founder of BuyCoffee.com

Ari Meisel

Tina Wells

Michael Scully

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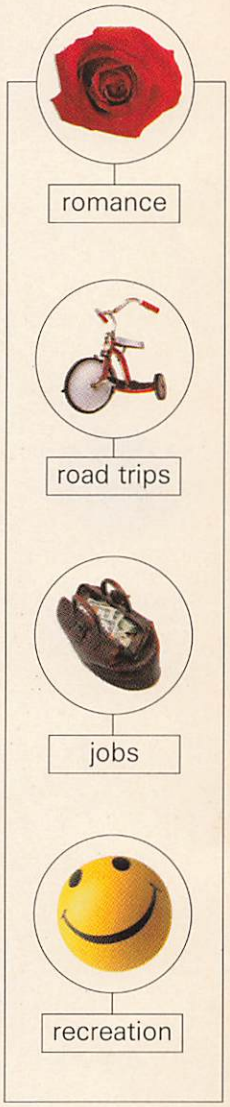
Summer Jam:

Link's SLAM-PACKED Out-of-School GUIDE



You're done with finals and won't return to school until next fall. Searching for something to do? We've got enough right here to keep you cruising from June to August. Hot flings, cool jobs, quickie road trips and wacky celebrations—*Link* has planned your best break yet. To steal a line from the Fresh Prince, it's the new definition of summer madness.

DO THE WILD FLING

Looking to get lucky this summer? We have just the fling for you. by Sara Lyle

Ahh, summer lovin'—the fabled romance that Danny and Sandy sang about in *Grease*. Thing is, vacation-time flings—from high-school hook-ups to internship infatuations—can be both varied and *harried*. That said, *Link* is here to help you snag some action this season. First, check out these tell-alls from four been-there, done-thats. Pick your fave. Then, pay attention as sexologist Dr. Carol Queen rates each tryst on her handy-dandy fling-o-meter. (Note: Points were not awarded for cheesy duets.)

The Times of His Life Scenario:

Flings were always the No. 1 reason Corey Moss got pumped for summer. Since childhood, the recent Iowa State University graduate's family had vacationed at the same resort. Moss met a different girl each year—"the regular *Dirty Dancing* thing," he surmises now. But the last time he hooked up there, Moss ran into three of his past flings at the same time. "They all thought it was pretty funny," he reminisces. "It seemed they had similar summers."

Fling-o-meter rating: 6

Why? "A lot of people don't have this sort of longevity with a particular place," Dr. Queen says. "[But] he could expect to go there every year and step out of the grind." One potential negative is rampant gossip. "In my mother's day," the sexpert says, laughing, "he would have had to slink out of town with his tail between his legs!" Luckily, it wasn't a problem for Moss. "My dad would actually help me pick out the best looking chicks," he says. "He would talk to their parents and try to make friends."

This fling's for you if... You enjoy making summer romance a family affair.

The Happy Camper Scenario:

When then-Indiana-University junior Chandra Czape was a camp counselor with a key to the newspaper office, she met Jason, a lifeguard. After downing a few at a party one night, they warmed up to one another. Despite having little in common, they spent the entire summer together, the self-proclaimed "smart-ass feminist" says. Not surprisingly, their favorite place to snuggle at the Massachusetts camp was in the newspaper office. "I think I only got about five hours of sleep the whole summer," she remembers fondly.

Fling-o-meter rating: 8+

Why? "*That* is your classic summer fling!" Dr. Queen enthuses. Not only was Czape lucky to be in a remote location, she also had "both a certain amount of security because she did have a key to the office" and "that ever-delicious, ever-spicy sense of risk" of being caught, explains the doctor. But risk is this type of fling's pitfall. "It's possible," Dr. Queen guesses, "both she and the lifeguard could have lost their jobs."

This fling's for you if... You're into pitching tents, both literally *and* figuratively.

The *Interna*l Bliss Scenario:

The newspaper where Elizabeth Bellocq* was an unpaid features intern had few available desks. So the twentysomething was stationed with the copyeditors. Her payoff came during her first week, when Tim, an attractive editor, sat nearby. Their small talk soon turned into long chats on the company's messaging system, lunch dates and more. "It was like, 'Ooh, this is secret and more exciting,'" Bellocq recalls. They broke up the next semester, but were wise not to kiss and tell. After graduating from the University of Florida last May, Bellocq accepted a job at the paper.

Fling-o-meter rating: 7-

Why? Though they played it safe, this couple earns points for techno savvy. "You can get pretty steamy on email messages," Dr. Queen maintains. "Bringing the written word back into an affair can make it very

"My dad would actually help me pick out the best looking chicks."

special." With harassment policies looming in most workplaces, though, this type of scenario could incur "damaging, real-life consequences" if the relationship goes sour, the sexologist says.

This fling's for you if... You juggle work and play like a pro, even when unpaid.

The Most *Prom*ising Scenario:

For three years in high school Duke Michaels* and his current girlfriend, Vanessa, were just friends. So the 18-year-old never guessed that before leaving for New York University last year, he would hook up with her on prom night—namely, because they both went with separate dates. It turned into "the greatest summer" Michaels ever had, though—complete with nights at the shore and blowout parties. Though they now attend different colleges, Michaels contends their weekly visits are worth the wait.

"I only got about five hours of sleep the whole summer."

Fling-o-meter rating: 5

Why? "The way in which it starts out [is] like an ideal summer fling, but somewhere in the middle it morphed into something else," Dr. Queen says. The challenge will be to "navigate the fact that they're not kids anymore," the sexpert predicts. So what's with the low score, Doc? "In their own lives, I'm sure it rates much higher," she sums up. "*All* of these are probably 10s for the people who had the flings."

This fling's for you if... You know what you did last summer and are still proud of it. ■

**Names have been changed to protect lack of innocence.*

JUNE

s	m	t	w	th	f	s
				1 1968 **Simon & Garfunkel's "Mrs. Robinson" hits No. 1.** *Seize the day by getting some koo-koo-ka-choo with an adulterous alcoholic.*	2	3
4	5	6	7	8	9	10
11 1895 **First auto race.** *Sit back and enjoy the 500-lap ritual of beer and cigarette sponsors.*	12	13	14	**15** 1986 **Pravda announces high-level Chernobyl staff fired for stupidity.** *Party like it's TEOTWAWKI. If that's "high-level," meltdown can't be far away.*	16	17
18	19	20	21	22	**23** **Midsummer Eve (Europe) celebrated with bonfires and merrymaking.** *Go out and show the Eurotrash that anything they can do, we can do better.*	24
25	26	27	28	**29** 1964 **Invention of the first TV remote control.** *Call in sick to your internship, sit on your ass, and channel surf.*	30	

CAR TREKS

Forget that expensive overseas trip and hit the road. by Katie Crouch

road trips

Got a bad case of wanderlust but a sad case of poverty? No need to go broke to get your travel on: Some of the best getaways are right around the corner. For much-needed r & r, head for the East Coast, West Coast—or any nook and cranny in between. We've got your itinerary mapped out, with four secluded spots that are worth the drive.

NORTHWEST

Big Sur, California
Whale watching and sunbathing

Sandwiched between dramatic cliffs overlooking the ocean and the beautiful Ventana Wilderness Area, you couldn't dream up a more gorgeous spot. Big Sur is a reputed hippie haven, thanks to the bare bathers who hang out in the natural hot springs. Or maybe it's just the close proximity to free-lovin' San Francisco—three hours down the road on Highway 1.

Be there, do that: Doesn't matter if you're a hiking nut, a mountain biker or a beach bum—Big Sur has it goin' on. Spend your days whale watching along the coast, tubing down the Big Sur River or cracking beers on the rocky shoreline. Just don't forget the sunscreen.

$: The restaurants can be pricey, but if you camp out and learn the art of grocery-store picnics, you can coast on about $40 per day. Relax with a brew at the Village Pub, or chow down at the oceanside San Simeon Beach Bar and Grill.

?: Call the chamber of commerce at 831.667.2100, or visit www.bigsurcalifornia.org.

NORTHEAST

Cape Breton Island, Nova Scotia
Friendly locals and woodsy trails

Upstate Massachusetts and Vermont are crawling with summer tourists. If you want to escape the crowds, break out to Nova Scotia, where the wilderness is pristine, the people are pleasant and the drive is far enough to fend off New York City's weekend warriors. Cape Breton—in Northern Nova Scotia—is a 14-hour drive from Boston, but the woodsy trails with nary a soul are worth the trip.

Be there, do that: Visit the quaint town of Baddeck, where famous resident Alexander Graham Bell got his groove on and invented trivial objects like the telephone. Don't miss out on Baddeck's famous lobster at one of the local restaurants. Take a drive along the Cabot trail—a highway that hits the north of the island and makes California's Pacific Coast Highway seem like a strip mall. Or rent some sea kayaks in Baddeck for a mellow day on Lake Bras D'Or Lake. At night, bust a move to the tune of Irish or Scottish drinking songs in one of the pubs in town.

$: Lodging and food are fairly inexpensive, but count on driving—there's a ton of territory to cover. About $60 a day should cover gas, food and a hostel bed.

?: Call 800.565.9464, or visit www.cbisland.com.

SOUTH

Cumberland Island, Georgia
Wild horses and grilled catfish

One of the best-kept Southern secrets, the island is located about four hours east of Atlanta, off the coast of Savannah. Mellow and serene, all you'll find are beautiful beaches, wildlife reserves and wild horses.

Be there, do that: Although the late John-John and Carolyn Bessette Kennedy married here, don't expect to run into hoards of glamorous tourists. In fact, because of regulations on the area's protected wetlands, only about 300 people per day are allowed to visit Cumberland Island. You will, however, probably run into a sea turtle or two. Once in the area, poke around for alligators in the nearby Okefenokee Swamp.

$: Not much money required since you'll be brown-

At night, bust a move to the tune of Irish or Scottish drinking songs in one of the pubs in town.

Not much money required since you'll be brown-bagging it. There are plenty of grills, but no stores or restaurants. The island *will* cost you shin pain if you don't wear the right shoes. Spanning 18 miles, Cumberland allows no cars. Visitors arrive by ferry, and you have to make reservations for a summer camping spot at least one month in advance. Just be sure to pack a bathing suit, sunscreen and insect repellent.

?: Call the Cumberland Island Park Service at 912.882.4335, or visit www.nps.gov/cuis.

MIDWEST

Alexandria, Minnesota

Clear water and excellent beer

Aside from good beer and brutal winters, Minnesota is known for its many lakes—10,000, or so they say. Often overlooked as a vacation spot, Alexandria—roughly two hours from Minneapolis—is green and lush come summertime.

Be there, do that: You'll have access to 300 lakes—wonder where the other 9,700 are?—as well as the countless trails of Carlos State Park. Take a leisurely trip to fish, rent a canoe or even invest in a houseboat with some friends—the placid waters provide a hospitable environment for any boating activity. You should be able to find a private spot to skinny dip in the sun. If you happen to be in the area on Memorial Day weekend, don't forget to check out Ole Oppe Fest, which, according to locals, celebrates the area's Nordic heritage—a primo opportunity to hook up with a blond god or goddess.

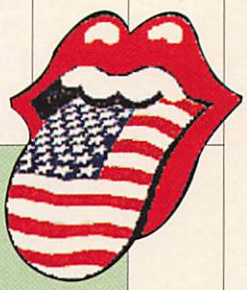
$: Canoe rentals, food and beers with the Nordic warriors should run you about $60 per day.

?: Call the chamber of commerce at 800.235.9441, or visit www.exploreminnesota.com. ■

recreation

JULY

s	m	t	w	th	f	s
				1 1899 **Gideon Society established to place Bibles in hotels.** *Check into a Motel 6 and get to know someone in the biblical sense.*		
2		4	5	6	7	8
9 **10** **Buddhist-Burma fasting begins.** Have a steak to celebrate the fact that you're not Buddhist. Or don't.		11	**12** **13** 1962 **The Rolling Stones's first performance.** *Take the day off, find a lover with big lips, and get some satisfaction.*			
		18	19	**20** **21** **22** 1972 **Fifty-seven murders occur in 24 hours in New York.** *Rejoice because it's not July 21, 1972, and you're not in the Empire State.*		
23	24	25	26	27	28	29
1948 **Professional wrestling premieres on primetime network TV.** *If you don't want to celebrate, "Suck it!"*						
30	31					



Will Work For Fun

Five summer jobs that prove work isn't a four-letter word.

by Jennifer Clarson

jobs

Now that you've aced your exams, you're off to Europe for a relaxing summer vacation. Get real. If you're like most students, you're frantically looking for a summer job. But why get a gig at the local greasy spoon? Whether you want to build on your major, make a difference or just have a good time, here are some jobs that won't bring you down.

College Light Opera Company

Falmouth, Massachusetts

Contact: Ursula P. Haslun
Phone: 440.774.8485
Email: Ursula.Haslun@oberlin.edu
Purpose: Residential summer-stock music theater to train undergrad and grad students.
Amenities: Free housing, free meals and on-the-job training.
Available positions: Eight jobs are open from June 5 to August 30.
Listen up: "We hire a stage company of 32 singer/actors, a pit orchestra of 18 and separate stage and costume crews of six each. There are also staff positions for associate conductors, piano accompanists [and] a choreographer, as well as publicity and box-office staff. We look for serious, hard-working applicants who are qualified in their field. Acceptance into the vocal company is particularly selective. The company provides fun, glory, satisfaction and invaluable experience producing and participating in nine fully staged musicals in a season." *—Ursula P. Haslun, coproducer and business manager*

Longacre Expeditions

Virgin Islands

Contact: Meredith Schuler
Phone: 717.567.6790
Email: longacre@longacreexpeditions.com
Purpose: Adventure-travel program in the Caribbean for teenagers; emphasizes group-living skills and physical challenges.
Amenities: Free housing, free meals and on-the-job training.
Available positions: Openings are from June 15 to July 30. Applicants must be 21. Longacre programs are also in Belize and Hawaii.
Listen up: "We are an outdoor adventure-travel company for teenagers. Our staff needs to be 21 years old to drive rented vehicles. Otherwise, we look for people with experience in the outdoors, like backpacking, biking, camping, kayaking, etc. We also look for people who have had organized experiences working with teenagers, as either camp counselors, Big Brothers or Big Sisters or as coaches. A sense of humor is vital." *—Meredith Schuler, director*

Awosting and Chinqueka Camps

Bantam, Connecticut

Contact: Oscar Ebner
Phone: 860.485.9566
Email: camps@netrax.net
Purpose: Residential camp serving children in two- to eight-week programs.
Amenities: Free housing, free meals and on-the-job training, as well as travel reimbursement and opportunities to attend seminars.
Available positions: Eighty-five jobs are open from June 19 to August 19 for students skilled in computers, journalism, photography, fencing, video filming or editing, with knowledge of go-karts, mini-bikes, woodworking, ceramics, gymnastics, sailing, waterskiing or surfbiking.
Listen up: "We're always looking for talented people who can teach and instruct. Beyond that, we look for personable individuals. After a visit to Disney World, I came back to the office wondering where Walt Disney found all those smiling, polite, congenial and happy people. The key was that the people really enjoyed what they were doing. We look for people who enjoy being with kids, like being a big kid themselves and have fun teaching new things. This is not a job, but a fantastic experience working outside all summer long." *—Oscar Ebner, director*

"We look for people who like being big kids themselves."

ACE Computer Camp

Seattle, Washington

Contact: Deron Sedy
Phone: 206.634.3096
Email: jobs@computercamp.com
Purpose: Camp that teaches children to use computers.
Amenities: Free housing, on-the-job training and opportunities to attend seminars, and learn computer languages and applications.
Available positions: There are 80 locations in the United States and England. Deadline to apply is July 1, but openings are from June to August. In-person interviews are recommended, but phoners are acceptable.
Listen up: "Enthusiasm and energy are the important qualities. Experience with computers, camps or kids will certainly help. But the most important thing is finding people who have personalities such that [they] will still be smiling at the end of a long computer-camp work day. Many of our counselors learn a lot about computers themselves; there's nothing better than teaching to help you learn material yourself!" *—Deron Sedy, director of education*

Camp Little Giant at Touch of Nature Environmental Center

Carbondale, Illinois

Contact: Randy Osborn
Phone: 618.453.1121
Email: tonec@siu.edu
Purpose: Residential camping programs for persons of different ability levels and medical conditions; focus on success-building and therapeutic recreational activities.
Amenities: Free housing, free meals, formal training, salary and opportunities to attend seminars.
Available positions: Forty-five jobs are open from May 30 to July 31.
Listen up: "We look for people who are willing to work with a challenging population in an intense environment. Experience working with people with special needs is ideal, but above and beyond that, we want people who have an interest in what we do. As with most summer camps, the pay is low and the work is hard. But the experience here is invaluable. It is also something that future employees will really look upon favorably." *—Randy Osborn, program director* ■

recreation

AUGUST

s	m	t	w	th	f	s
	1		2	3	4	5
6	7				11	12
			16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

International Clown Week. *Wear some big shoes, paint your face, and clown around.*

1693
Dom Perignon invents champagne. *So what if you can only afford Ballatore? Dom would still want you to toast.*

International Left-Handers Day. *To get off on the right foot, the day's sponsors suggest hosting a southpaw bowling tournament. Can we watch?*

1936
Legendary NBA center Wilt Chamberlain's birthday. *If you're a baller, you have to commemorate this date—the promiscuous Stilt may have fathered most of today's NBA.*

1938
Honorary degree awarded to Edgar Bergen's dummy Charlie McCarthy. *After all your summer celebrating, there's hope you can graduate without a single brain cell.*

dirty laundry

What's cheap and worn all over? The T-shirt, of course. Whether you don yours to get grubby, get busy or both, it's a college closet must-have. With summer almost here, it's time to pick a new fave and get it on already.

photography by Tomi C. Yum

Location: **Atlantis Superwash**; Fashion Stylist: **Camille Moonsammy**; Makeup: **Aki Matuhashi**; Hair: **Justin Cruz**; Photog Asst: **Young Yum**

blue and white T-shirt:
Ton Clothing Company, $16

plaid pants:
Fiorucci, $60

IPSO
181
13
IPSO
181
14

her
tie-dyed T-shirt:
Target, $9

denim shorts:
A.B.S by Allen Schwartz, $65

Tai Chi sandals:
ESPRIT, $30

him
classic blue jeans:
Guess?, $48

gray tank top:
Target, $10

fisherman's sandals:
Hilfiger Shoes, $79

dirty laundry

her
gathered T-shirt:
A.B.S by Allen Schwartz, $60

jeans:
Fiorucci, $82

him
jeans:
Tommy Jeans, $59

gray T-shirt:
A|X Armani Exchange, $45

dirty laundry

black T-shirt:
In Vitro, $18

sterling silver bracelet:
Relios, $125

denim shorts:
A.B.S by Allen Schwartz, $65

her
connect-sleeve shirt:
26 Red Sugar, $23

jeans:
Fiorucci, $82

black sandals:
Target, $6.99

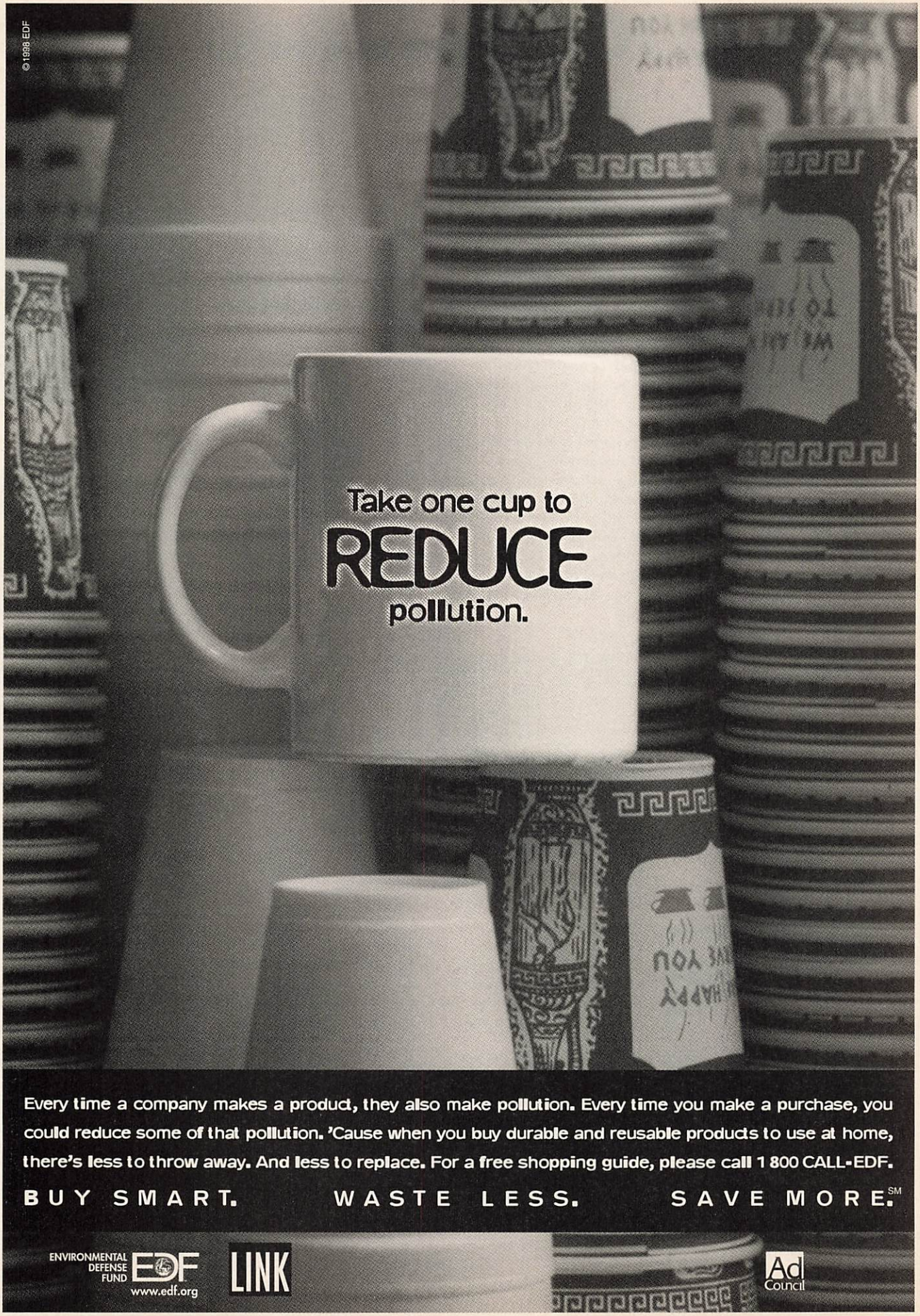
him
blue T-shirt:
Puma, $20

flat-front khaki pants:
Duck Head Apparel, $36

mesh T-shirt:
A|X Armani Exchange, $45

orange sweatpants:
Polo Jeans Co., $58

Style Directory
A.B.S by Allen Schwartz: Available at Macy's and Saks Fifth Avenue or on ABSstyle.com. **A|X Armani Exchange:** Available on ArmaniExchange.com. **candie's jeans:** Available at Bloomingdales or on candies.com. **Duck Head Apparel:** Available at JCPenney stores or on duckhead.com. **ESPRIT:** Call 800.4ESPRIT or visit Esprit.com. **Fiorucci:** Available at specialty boutiques nationwide or on Fioruccisafetyjeans.com. **Guess:** Available at Macy's or call 800.39.GUESS. **Hilfiger Shoes and Tommy Jeans:** Available at select department stores. **In Vitro:** Available at stores nationwide. **Polo Jeans Co.:** Available at select Bloomingdale's and Lord & Taylor stores and nationwide Polo stores. **Puma:** Call 800.782.PUMA or visit Puma.com. **Relios:** Call 800.827.6543. **Target:** Available at nationwide Target stores. **Ton Clothing Company:** Visit tonclothing.com. **26 Red Sugar:** Available in Delia's catalogs or at Sharon Segal (Santa Monica) and The Junkman's Daughter (Atlanta).
Pictured in the table of contents, on her: tan T-shirt, candie's jeans, $20; blue jeans, Fiorucci, $82. On him: dragon T-shirt, Guess, $22.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Every time a company makes a product, they also make pollution. Every time you make a purchase, you could reduce some of that pollution. 'Cause when you buy durable and reusable products to use at home, there's less to throw away. And less to replace. For a free shopping guide, please call 1 800 CALL-EDF.
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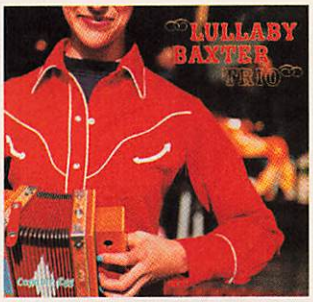
music

Leona Naess
Comatised (MCA)

On her debut album, *Comatised*, 25-year-old Leona Naess proves she has more talent than your cookie-cutter songstress. That's quite an achievement in the post-Lilith Fair sea of solo female pop stars. Produced by Scott Litt of REM fame, the 12-track disc slips comfortably between the quiet, acoustic tendencies of Beth Orton and the upbeat, sugar-coated tunes of the Sundays. Lyrically there's room for improvement. But hook-laden singles like "Charm Attack" and the title track will crawl in your ear and dance around your head, littering it with candy wrappers long after you've turned off the radio. **B**
—Anthony LaSala



Lullaby Baxter Trio
Capable Egg (Atlantic)

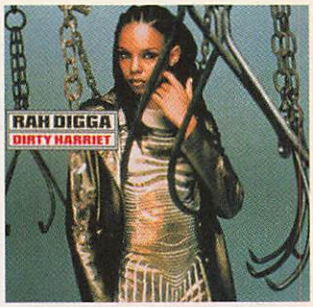
Throw *Capable Egg* into your player and prepare for songs *à la* Dr. Seuss. Canadian chanteuse Lullaby Baxter's circus-like tunes make you feel just as giddy as *Green Eggs and Ham* ever could. Sample lyrics from *Egg*'s first song, "Hopscotch": "The false mustache factory never closes / And on our way we'll stop for rubber noses. / Higgledy-piggledy / Rat-a-tat-tat / Saleslady, saleslady / Sell us a hat." Even more endearing is the band's array of instruments—from squeezeboxes and birdcalls to samba whistles and cellos. Combined with the aforementioned turns of phrase, they make for a mouthful of folksy sing-a-longs. Bottom line: You'll eat it up. **A**
—Sara Lyle

Elliott Smith
Figure 8 (Dreamworks)

With *Figure 8*, singer/songwriter Elliott Smith gives us more of his lush-but-hushed, melancholy melodies. But Smith—famous for his contributions to the *Good Will Hunting* soundtrack—is more than just a guitar-wielding depressive with a room at the Heartbreak Hotel. Along with his last two efforts, *XO* and *Either/Or*, *Figure 8* offers beautifully crafted songs that John Lennon and Nick Drake would have been proud to call their own. While high points such as "Stupidity Tries" and "Somebody That I Used To Know" may not be songs to kick off the weekend, Smith's soft touch is the perfect elixir for those come-Sunday-night blues. **B+**
—AL

Ween
White Pepper (Elektra)

It's amazing what constant touring and a healthy dose of toilet humor can do for a band. Nearly 10 years since fictional brothers Gene and Dean Ween shocked the music world with *Pod*, a half-baked psychedelic meltdown of come-ons and turn-offs, the duo is still going strong. Now set to release their eighth proper album, *White Pepper*, Ween has concocted yet another funky brew of studio chicanery and guitar mayhem. Most bands are lucky to master one style; Ween does it all. The fraternity crowd will love "Bananas and Blow," a hilarious Jimmy Buffet parody, steel drums and all. For the punks there's "Stroker Ace," a two-minute Motörhead tribute. There's even a love song or two for the cynics who like a little romance with their irony. *White Pepper* isn't about to break any uncharted musical ground, but as Ween proves again, saying nothing never sounded so good. **B+**
—Jay DeFoore



Rah Digga
Dirty Harriet (Elektra)

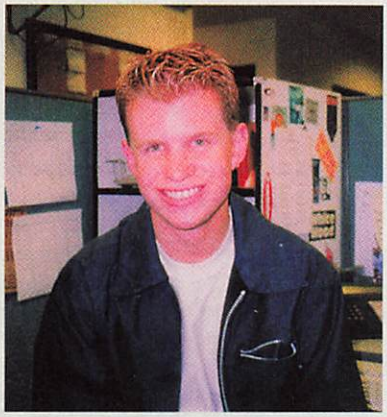
Rah Digga is one tough bitch. As the lone female in Jersey's hip-hop clan the Outsidaz, and a central figure in Busta Rhymes's Flipmode Squad, the girl has definitely established herself in a man's world. Now with *Dirty Harriet*, the Brick City bombshell's solo debut, Digga looks to ride the still-cresting wave of she-power rap. If she could only parlay her raw fury into a coherent message, she'd be unstoppable.

When Digga tries to beat the men at their own game, she often incorporates their shallowness at her own expense. She does land one major punch when a friend on the CD asks the rapper what women think of her skills. Digga replies in her earthy growl, "Hos might oppose / But most chicks happy I can rock without taking off my clothes." *Dirty Harriet* could use more such statements. Some of the weed jokes won't sound as funny in 20 years, but Digga's message of equality by any means necessary will certainly endure. **B-**
—JD

u.critic film

Never mind the pundits!

What are *you* listening to, reading and watching? This issue: Ross von Metzke, a 20-year-old senior studying journalism at San Diego State University.



What's on your Discman?

Janice Robinson, *The Color Within Me*: "If ever Lauryn Hill, Alanis Morissette and Tina Turner were to sit down and compare musical notes, Janice's CD would be the outcome."
Enigma, *The Screen Behind the Mirror*: "Enigma draws you in until everything else around you becomes a blur, and you're one with the music. I don't recommend it for late-night driving."

What are you reading?

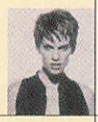
American Psycho, by Bret Easton Ellis: "I'm not feeling the whole stream-of-consciousness style of writing, but the concept really makes you wonder about society."
"*FHM* is a great new magazine. It's like *Maxim*, only with more imagination."

What's the last film you saw?

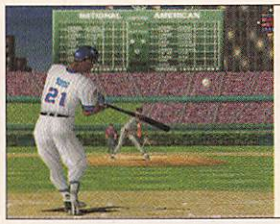
Boiler Room: "Incredible. Every scene and thought is so in-your-face. It has an outstanding cast."
"I rented *Election*—a great flick for when the gang comes over. It's a travesty Reese Witherspoon wasn't nominated for an Oscar."

Head Games

***Being John Malkovich*, the Spike Jonze-directed smash, hits video this month.** The refreshingly original flick puts a "puppeteer" (John Cusack and Cameron Diaz, among others) into the head of Malkovich. He or she controls the actor's body and thoughts during 15-minute visits before being spat out onto the New Jersey Turnpike. Got it? Good. *Link* imagines what it would be like inside the minds of some other celebs. **by Anthony LaSala**

THE FLICK	The puppeteer	What the puppeteer forces the actor to do	Where the puppeteer ends up after 15 minutes
Being Natalie Portman	Carrie Fisher, who's miffed that Portman replaced her as the sexy female lead in the *Star Wars* series.	Dressed in Fisher's provocative Jabba the Hutt slave outfit, Portman performs lap dances for her Harvard professors.	The Ewok Village.
Being Hilary Swank 	Pat Morita, who's jealous that his 1994 bomb *The Next Karate Kid*—costarring Swank—didn't receive the same critical acclaim as *Boys Don't Cry*.	Swank plants bonsai trees in Morita's backyard using her Oscar and Golden Globe awards as gardening tools.	Ralph Macchio's childhood house in Long Island, N.Y.
Being Brad Pitt	Gwyneth Paltrow, who still hasn't recovered from her tumultuous breakup with Pitt.	Pitt becomes a real-life talented Mr. Ripley, who dumps Jennifer Aniston, falls madly in love with Jude Law, and kills any suitors in his path.	5657 Warm Springs Avenue, Boise, Idaho—site of the Idaho Shakespeare Festival Amphitheater.
Being Alanis Morissette	Madonna, who's pissed off that Kevin Smith chose Morissette to play God in *Dogma* rather than her.	Morissette headlines a live, world-tour revival of *You Can't Do That on Television* with Brandy and Britney Spears. Sean Penn frequently guest hosts.	Under David Letterman's desk on the *Late Show*.
Being Kevin Spacey	Ken Wahl, former star of the 1987 to 1990 hit TV drama *Wiseguy*, in which Spacey costarred.	Spacey constantly alters his lines, inserting "Fuggedaboutit!" "Are you talkin' to me?" and "Damn, Ken Wahl is underrated" into the scripts of future roles.	The set of *The Sopranos*.

games



All-Star Baseball 2001
Acclaim Sports (N64)

Just as baseball purists insist on wooden bats and pitchers hitting for themselves, baseball gamers stick with the N64 and *All-Star Baseball*. I still play *ASB '99* and *ASB 2000*, because they are both that good. And with the virtually indestructible Nintendo cartridge working for you, you know the games are going to last. So why upgrade to *ASB 2001*? Duh, so you don't have to input all the off-season trades and transactions yourself.

New for this year's game is a Cooperstown legend team, which dusts off Nolan Ryan's 104-mph fastball and Reggie Jackson's long ball. Basically, like I tell you each spring, this is the baseball game your Nintendo library needs. **A**

—Dave Musolf

Street Sk8er 2
Electronic Arts (PlayStation)

Last year, the bar was raised on EA, the creators of the first console skateboarding game. Many gamers emphatically claimed Activision's *Tony Hawk's Pro Skater* was the best game out. Now, *Street Sk8er 2* ollies in with some pretty good graphics, similar tricks and some excellent terrain. You can even create and save your own skate parks.

Overall, it's another good boarding game. And dammit, what's wrong with that? Add it to your collection once the snow melts, and you put *Cool Boarders 4* away for the summer. My only real beef is with the too-mellow music. Is it as good as Hawk's game? No. Then again, Tony's in a class by himself. **B**

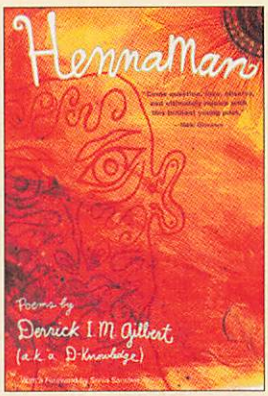
—DM

Rayman 2: The Great Escape
Ubi Soft (PC, N64 and Dreamcast)

With affordable PCs containing powerful video cards, speedy processors and enough RAM to sink a ship, it's time to give adventure games for your computer another look. There's no better place to start than with *Rayman 2: The Great Escape*. Rayman, in all his legless glory, sets out to rescue his friends, who are enslaved by a band of evil pirates. It's your typical adventure-game formula (part Sonic, part Banjo-Kazooie, part Mario), but it's damn fun. With 20 worlds and tons of characters, you'll get wrapped up in the story while trying to beat the tar out of robotic pirates and zombie chickens. Yes, that's right folks—zombie chickens. **A-**

—DM

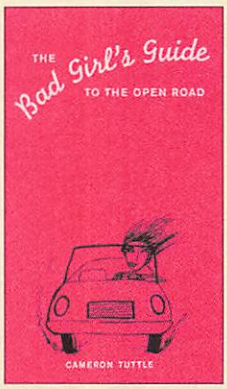
books



HennaMan
Derrick I. M. Gilbert (a.k.a. D-Knowledge) (Riverhead)

Take KRS-One's self-aggrandizing rhetoric, mix in Jewel's penchant for melodrama, and garnish with Al Sharpton's reactionary cheerleading, and you get a taste of Derrick I. M. Gilbert's debut poetry collection. Divided into four sections, *HennaMan* grows monotonous midway through the third group of poems, titled "Cornucopia of Culturally Colored Commentary." Instead of delving into the intricacies of black vernacular, Gilbert skims the surface, stringing together sound bites and clichés with perfect rhyme and time. As a spoken-word artist, he might move crowds with his soulful stage presence or tongue-twisting fireworks. But on paper, "D-Knowledge" does anything but drop wisdom. To truly impress, he needs to cut the braggadocio, dig deeper and tell us something we don't already know. **D**

—Johnny Ivy



The Bad Girl's Guide to the Open Road
Cameron Tuttle (Chronicle)

Do "Slippery When Wet" signs make you horny? Do you consider peeing on the side of the road a religious experience? Is the first thing you pack for vacation a wad of chewing tobacco in your right cheek? If you said "yes" to these questions, *The Bad Girl's Guide to the Open Road* is for you. Cameron Tuttle, author of the equally hysterical *The Paranoid's Pocket Guide*, doles out advice on topics ranging from 14 ways to open beer bottles with your car to 11 uses for panty liners. True badness can't be bought, but Tuttle's raunchy "use-it-when-you-run-out-of-toilet-paper handbook" is the perfect read for wannabe roadtrippers. Besides, what's the harm in learning a few secrets from the master? Nada. **A**

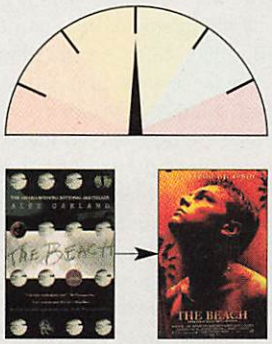
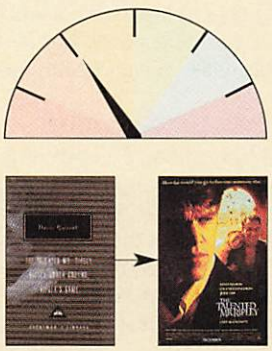
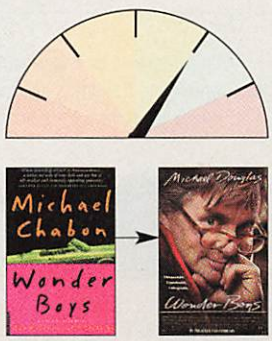
—Becca Murphy

examiner

by Jessica Yadegaran

Book Rights of Passage

Most authors yearn to see their tales come to life on the silver screen. This month, the books-to-blockbusters club is joined by Nick Hornby's *High Fidelity* (starring John Cusack and Iben Hjejle) and Bret Easton Ellis's *American Psycho* (starring Christian Bale and Chloë Sevigny). *Link* takes a look at La-la Land's treatment of a few other distinguished (or not) members.

	Book Version	Book-to-Blockbuster Barometer	Hollywood's Facelift	*Link*'s Remake	Possible Sequels
The Beach	Vivid, warped psycho-adventure thriller by first-time novelist Alex Garland about how people go nuts when they think they're going to lose their paradise. Richard, Etienne and Francoise follow a map drawn by a crack fiend named Daffy that leads them to an oasis off the Gulf of Thailand. On the way, there's some hammock-hopping and everything falls apart. It's Fantasy Island meets MTV, with an evil Brit chick named Sal standing in for Mr. Roarke.	3 out of 5 	Leo-ized, with the same basic plot. DiCaprio, buffed and fluffed, plays Richard, who steals the Frenchie from her man, breaks up the happy trio and has a milder version of a mental breakdown. The ending's all wrapped in bows: Tanned and rested Leo in a cyber café, downloading a shiny-happy photo of the beach gang.	More Donkey Kong-like scenes. The three remain a brat pack, share the love, and spend each summer seeking adventure.	*The Mountain, The Valley, The Pond, The Tundra*
The Talented Mr. Ripley	This elegant 1958 thriller by Patricia Highsmith is set in the Italian countryside. A respected art connoisseur, harpsichordist and gardening wonder, the title character gets dissed by socialite Jonathan Trevanny at a chichi gala and spends the rest of the novel plotting Trevanny's murder.	2 out of 5 	As Ripley, toothy Matt Damon swings both ways, can't play the harpsichord, has no green thumb and quietly seethes over Marge's access to Dickie Greenleaf (our Trevanny). As Marge, private-school grad Gwyneth Paltrow really wears those capris. As Dickie, gorgeous Jude Law has fake-and-bake pecs that drive Ripley to commit murder by the film's end.	Dickie and Tom hook up for real. In addition to primping Tom, Dickie shares his secret to primo sunbathing. Marge gets to make the drinks.	*Tom Ripley's Believe It or Not*
Wonder Boys	Michael Chabon's sure-handed novel takes us on a weekend journey in the life of Grady—English professor, author and Wordfest coordinator—who's suffering from writer's block. He's anxious that his massive novel-in-progress will pale in comparison to the prize-winning opus he wrote a few years back. He's also got to run a literary Lollapalooza. So he copes by smoking tons of pot, befriending a strange student and trunking his boss's dead dog.	4 out of 5 	A bloated Michael Douglas is the lead, with some nifty spectacles and D.H. Lawrence lingo thrown in. Katie Holmes crosses the creek as Grady's not-so-Joey boarder. Poetry, dog carcass, pot: Voila! It's *Dead Poets Society* on crack.	Keep the pot. Keep the dead dog. Replace Douglas with Kevin Spacey, though, and it would be a real beaut.	*Wonder Bread*, in which Grady sells his book and rakes in the dough.

I Want My MP3

by David Kushner

Can the future of music overcome the glitches of the past?

In the digital age, every revolution needs a killer app. For the Internet it was Mosaic, the first browser to transform the text-based Net into the graphically rich World Wide Web. For digital music, it's MP3, the compression software that makes high-quality audio tradable online.

By now, you've probably heard a lot about MP3. Maybe you have a bunch of bootlegged Smashing Pumpkins tracks on your hard drive. Or maybe you haven't got any at all. Either way, MP3 comes with a considerable amount of hype. Here's the question: Is this a hot, new science or just a bunch of science fiction? Is MP3 truly revolutionizing the way we listen to music? Or is it destined to be one more way for the record industry to sucker us into shelling out $20 for yet another version of *Dark Side of the Moon*?

The main problem might just be the misperceptions perpetuated by so much buzz. MP3, after all, is supposed to be easy to operate. Many surfers assume they can swiftly boot up, point, click and download, say, the entire Beastie Boys catalogue. Easier said than done. MP3 acrobatics still remain technically cumbersome for most surfers.

Problem is, making MP3 more swappable is hardly a simple matter. Take the case of Napster. Developed by a 19-year-old college student, the free software lets even the least adept surfer trade MP3 tunes online. Since its release last year, it's become so popular that nearly 200 universities have banned access to the program, claiming it hogs bandwidth on campuses. To further complicate matters, it's being sued by the Recording Industry Association of America for contributing to copyright infringement. By the time you read this story, Napster may be dead.

Nothing would make some music-industry execs happier. "[Bootleg MP3s] are the ultimate disrespect for the creative process," claims Ron Stone, manager of Bonnie Raitt and Ziggy Marley. "Making music disposable is saying that what artists are doing is worthless. If this mentality prevails, we'll all be looking for work at some Internet company soon." Even artists themselves, like Aimee Mann—who sells her music on an independent Web site—are beginning to speak out against Napster. Their argument: If artists are going to be truly independent of The Man, they've got to make a profit to support themselves.

Bootleg swapping will continue whether Napster lives or dies. And people may be giving too much credence to MP3 in particular. The big buzz about MP3 as the future of online music has convinced many it's the only online music out there. But just as Jacuzzi is only one brand of hot tub, MP3 is only one form of online music. Sure it's cool and novel, but it's also technically tricky, legally sticky and, essentially, a work-in-progress.

Back to the Future

MP3's evolution began in the late 1980s, when the first bits of music began appearing online. With the rise of Bulletin Board Services (BBS), a subculture of fans would swap songs in the form of WAV, AIFF and midi files. But the large formats had their problems: It could take hours to squeeze a three-minute song through the cocktail straw-sized bandwidth. Meanwhile, the Motion Picture Experts Group (MPEG) of the International Organization for Standardization began looking for a

MP3s 2 Go

What good is downloadable music if you can only listen to it while parked in front of your computer? That's the thinking behind the explosion of portable, digital audio players on the market. More compact than Discmen and without the skip factor, they range from $200 to $400. Some are as tiny as lipstick cases with "memory sticks" for tune storage (see Sony's NW-MS7, near right), while others look like mini-Game Boys that hold music files within (see the Rio 500, far right).

The devices differ most not in what they offer consumers, but in what manufacturers hope to get out of them. RCA's player is a Napster-goers dream—bootlegged music or not, the Lyra (center) plays it all. But don't try downloading unapproved files on Sony's devices. Their promo literature states, they ensure "secure storage and playback ... while protecting the rights of copyright holders." Basically, record-industry speak for *show us the money*. —*Sara Lyle*

Sony NW-MS7

RCA Lyra

Rio 500

ILLO: MARK BERENS

way to compress digital video. The ultimate result: MP3, which stands for MPEG Layer 3.

It wasn't until the mid-'90s that college students on high-speed networks began rallying around MP3. With its more efficient format, a user could mash a dozen albums onto a single CD-ROM. Like many popular music trends, the grassroots movement around MP3 soon caught the attention of e-preneurs looking for a new market. It also woke up record-industry mavens.

These days, many indie-minded bands and labels have taken up MP3 as their gauntlet of independence. Southern Californian company Atomic Pop runs a mega MP3 destination site. Part online haven for major-label refugees, including Chuck D and Ice T, it's also fertile ground for new artists hoping to maintain control over their musical destinies.

"Making music disposable is saying that what artists are doing is worthless."
—Ron Stone, manager of Bonnie Raitt and Ziggy Marley

For a small fee, fans can download entire MP3 albums from Atomic Pop's roster. The artists can turn that download into a deeper, more interactive relationship than they could ever dream of offline. Chuck D, for example, created his own online radio show. He chats with fans, replies to emails and distributes just about everything related to Public Enemy through the online domain.

For Serina Mayer, managing director of Atomic Pop's online operations, it's all about putting power back into the hands of the people. "This is a medium that can change how music as a business gets done," she says. "There used to be all these [walls] between artists and fans," she adds. "We're trying to break [them] down."

A Brave New Small World

But there are limits to the scope of digitally distributed music. Some industry analysts predict that only 5 percent of all music sales online will occur via digital distribution within five years. Even MP3 artists, like underground hip-hop's Blood of Abraham, acknowledge MP3 can't do it all. "The Net is just one aspect of how we reach our audience," says group cofounder, Mazik. He adds a sobering point: Though the band has the ability to control their own music online, they still lack a major label's heavy marketing machine. As a result, he says, the band has to hustle even more. They put up their own posters, send out stickers, do advance PR for tours—whatever it takes. "I'm 100 percent behind MP3s," he says, "but I'm smart enough to know it's not the whole world." ■

Writing to Reach You

by Tim Reynolds

After weeks of fruitless phone tag, our writer waxes pathetic on Travis.

Dear Travis,

I've been preparing for a month now, but at this point it's just too late. I've read the entire press packet (guess you *weren't* too busy for *Q*, *NME*, *The New York Times*, *Variety*, *Time Out* or all those other magazines). I listened to *The Man Who* over and over and over. I even watched *Trainspotting* a few times so I could understand your accents. What do I get in return? Nothing. Nada. Dead silence. So go tour with Oasis and do all that other cool rock-star stuff. Don't even bother calling back and giving me an interview.

Still, there are so many things I wanted to ask! Did Liam Gallagher ever tell you what a wonderwall is? Why do you sing that one song in French? The Bay City Rollers never sang in French! What's it all about, Travis? And do you think you're going to get on Radio Disney covering "...Baby, One More Time"? I mean, Aztec Camera tried that with a Van Halen song 15 years ago. Trust me, Americans weren't impressed.

I know rock stars aren't like normal people. They ride around in limousines. They trash hotel rooms. They date models. They *don't* put their pants on one leg at a time. They wear those tight ones where they have to lay back on the bed and wiggle into both legs simultaneously. But gosh, you guys seemed so different, so earnest, so upbeat, so idealistic and just so damn Scottish. I always thought of Scotland as the British version of Canada. Not a real country, but friendly, with mountains and stuff. I just thought you'd call back. Why *does* it always rain on me?

Regretfully,

Tim

They don't wear plaid, and they don't call back: Travis has sold more than 2.5 million copies of *The Man Who*, with its catchy first track, "Writing to Reach You." Guess they were trying to tell us something.

Travis's "Why Does It Always Rain on Me?" is currently in heavy rotation on the College Television Network's Freshman spotlight. Watch CTN, and go to www.collegetelevision.com to vote for your fave new performers.

Jackie Esworthy was killed by a drunk driver one week after her high school graduation.

What should you do to stop a friend from driving drunk?
Whatever you have to.
Friends don't let friends drive drunk.

U.S Department of Transportation

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Ad Council

What Do *You* Think?

Time for a little reflection as the semester ends. *Link* wants to know about your freshman year. Whether you just got through it or it's old news, whether you lost your mind or gained 10 pounds, tell us everything. For dishing the dirt, you'll be entered to win one of 100 *Link* T-shirts. Mail your responses along with your summer address to *Link* Survey, 32 East 57th Street, 11th Floor, NY, NY 10022. Or go to www.linkmag.com, type in the Link2Code **Survey**, and answer the questions online. Don't forget to click Submit!

What gender are you?
- Female
- Male

What year are you?
- Freshman
- Sophomore
- Junior
- Senior
- Grad student

How old are you?
- Younger than 18
- 18
- 19
- 20
- 21
- 22
- 23 to 25
- Older than 25

Where do you go to school?
- Northeast
- Northwest
- Midwest
- Southeast
- Southwest

What word best characterizes your freshman year?
- Enlightening
- Excruciating
- Easy
- Exciting
- Ehh

What aspect of school has taught you the most so far?
- Meeting new people
- Taking challenging classes
- Living away from home
- Being involved on or off campus
- Trying to become disciplined
- Struggling to make good grades
- I knew it all before I got here

Where did you live your freshman year?
- Dorm single (lucky you)
- Dorm double, triple or quad
- Off-campus apartment
- Off-campus house
- With my parents
- Fraternity or sorority house
- Co-op
- Other

Who primarily pays your bills?
- Me, myself and I
- My family
- Uncle Sam
- The nice scholarship people
- My significant other
- My groaning credit card

What was your favorite edible study aid?
- Any kind of candy
- Just chocolate
- Soda and/or coffee
- The three Ps: Pizza, pretzels and popcorn
- Veggies and fruits
- None of the above
- Didn't have one; adrenaline was all I needed

What was your favorite partying poison?
- Sugar
- Caffeine
- Tobacco
- Alcohol
- Ecstasy
- Marijuana
- Other drugs
- All of the above
- None of the above

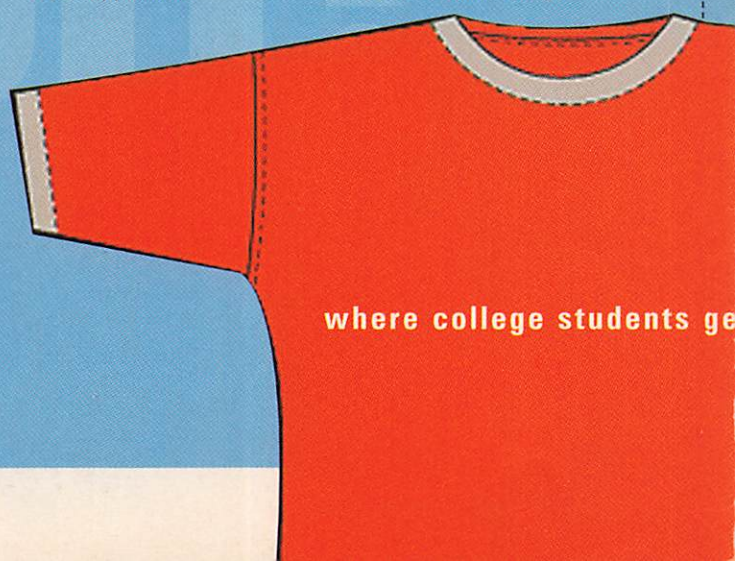
Has either vice changed since your freshman year?
- Oui
- Non
- Pas applicable

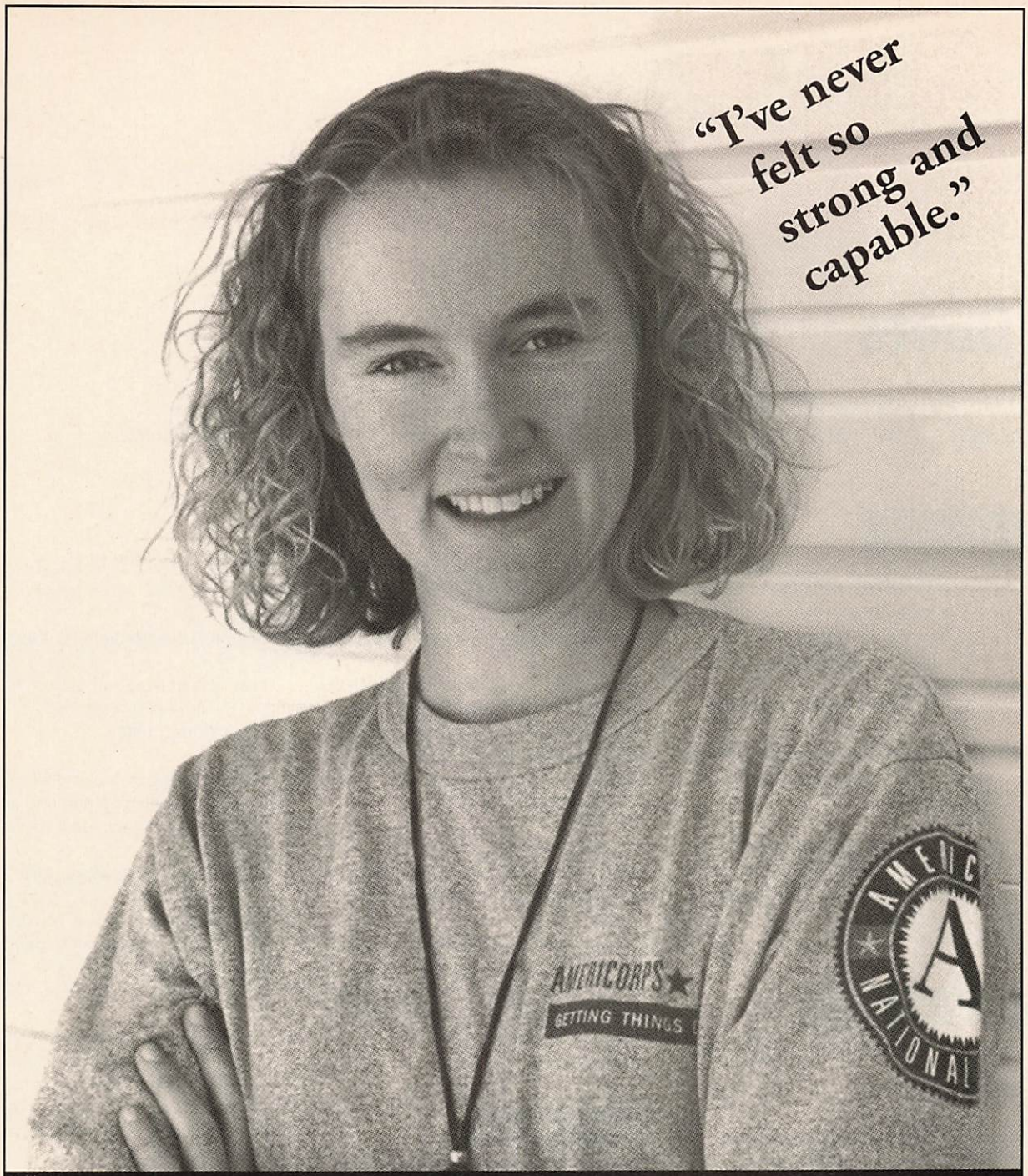
On average, do you get more or less sleep since going to college?
- More
- Less

Did you gain the proverbial freshman 15?
- Yes, and then some
- Yeah, pretty much
- Nope, stayed the same
- No, lost some

Did you have a fake I.D.?
- Did? I still do!
- Of course, but I don't need it anymore
- No, I couldn't afford or find a good one
- No way! I'd never do that

What is the best thing about leaving froshdom?
- Getting more respect
- Getting better classes
- Getting a better roommate
- Knowing the ropes
- Knowing more people
- Not a damn thing





Helping others was a family tradition for Amy Zaleska, of Massachusetts. So after getting her master's degree, she signed up for a year of service with AmeriCorps*VISTA. She moved across the country to coordinate a hunger program in California, where she developed new skills and decided to pursue a career in nonprofit management. "My project affected so many people," Amy says. "Now I know that one person really can make a difference."

AmeriCorps*VISTA: Are *you* up to the challenge?

1-800-942-2677 www.americorps.org

Quote Unquote

For 15 years, the pages of *Spin* have featured the wisdom of sages, the rantings of lunatics and plenty of genitalia references.

Ego Trippin'

"Offstage, I'm always trying to be nice to everyone. I know what it's like to be a fan, but it's not really how I want to act. I've just finished a f**king show. I don't care that you want to kill yourself. I'm sorry. Too bad."
—Trent Reznor, Nine Inch Nails, 1996

"Perhaps I'm unique because people are so dull. I'm not very good at being dull."
—Morrissey, 1988

"I truly believe that I am the greatest rap artist that ever lived on this planet, and if I point my finger at any of these rappers, their careers are done."
—KRS-One, 1992

Pronouncements

"A record company is like a giant ATM machine."
—Beck, 1993

"A lot of guys who aren't rappers rub their balls. With me, it's a habit. I grab my d**k because it's there."
—LL Cool J, 1987

"We hate Madonna. In the same manner that we hate Henry Rollins, and in the same manner that we hate ourselves. The only things we really like are pot, sex and Thai food."
—Gibby Haynes, Butthole Surfers, 1986

"To realize your mortality is interesting, because you really don't think it's there. Especially if you're a rock star."
—Michael Hutchence, INXS, 1989

"As far as I'm concerned, the church has no right to open up its mouth about sex for these reasons: First of all, none of them have ever had sex. The second reason is that they *do* have sex."
—Sinéad O'Connor, 1991

"Techno equals death."
—Madonna, 1996, two years before she recorded the techno hit *Ray of Light*

"Mick Jagger used to hang outside my house. F**k Mick Jagger! But I can see why white people like him. He runs and jumps up and down and don't have no rhythm, just like they do."
—Miles Davis, 1985

Know Thyself

"Now I ain't into being political, saving the whales or telling you to go see a goddamned shrink. I'm into trailer parks, Pabst Blue Ribbon and top-shelf mixed drinks."
—Kid Rock, 1999

"I could go onstage, unzip my pants and hang my d**k out, and people would think it was a statement about something."
—Bono, U2, 1989

"When even your fans are writing to tell you to get a life, you know you need to listen."
—Thom Yorke, Radiohead, 1998

"I ask myself over and over again, what the f**k am I talking about?"
—Neil Young, 1988

"I know I come off lookin' like a f**kin' haggy housewife compared to all these other women in rock—and that's fine with me."
—Kim Deal, the Breeders, 1995

"My husband told me, 'If you'd been born with a c**k, you'd have no friends and you'd be in jail.'"
—Shirley Manson, Garbage, 1997

"You talk to most black cats, and they all know *one crazy white boy*. House of Pain represented that one out of every 20 white boys who was just flat-out crazy, breaking bottles with his teeth and going down swinging."
—Everlast, 1999

"People think I'm some kind of hippie. I don't even recycle."
—Jewel, 1996

"My three favorite ingredients: curry, almond extract and vulva nectar."
—Steven Tyler, Aerosmith, 1989 ■

This article originally appeared in the April 2000 issue of Spin. *To subscribe, write to* Spin, *PO Box 51635, Boulder, CO 80322-1635, or call 800.274.7597.*

Web of Celebs

by Evan Ratliff

With the impending launch of his African-American-targeted portal UrbanMagic.com, Magic Johnson dribbles onto a crowded court of celebrities catching a second wind on the Net. Some, like David Bowie (www.davidbowie.com), seem to be going in entirely new directions. Others, like Oprah, view the Web as a necessary conquest in their ever-expanding multimedia empires. And then there are the craven carpetbaggers. Here's how the Web of celebrity is being spun.

Celeb	John Elway/ Michael Jordan/ Wayne Gretzky	Tony Robbins	Lou Dobbs	Cindy Crawford	Oprah Winfrey	Martha Stewart
Online Venture	**MVP.com** (www.mvp.com)	**Dreamlife** (www.dreamlife.com)	**Space.com** (www.space.com)	**eStyle** (www.estyle.com)	**Oprah.com** (www.oprah.com)	**marthastewart.com** (www.martha stewart.com)
Launch Date	January 2000	February 2000	June 1999	Cindy joined September 1999	June 1997	September 1997
Official Role(s)	Chair/director/ director	Founder	Founder, chair and CEO	Director, strategic adviser and celebrity spokesperson	Chair	Chair and CEO
Visible Presence	Dishing athletic-equipment advice for their respective sports	Dreamlife Experts, where Robbins offers his courses and books on personal power and wealth	"Launching" soon	Cindy's Corner on babystyle.com—"celebrate motherhood with babystyle's supermom"	Oprah's Book Club, sections on living and health	Martha by Mail, marthasflowers, Martha Stewart Weddings...
Recommended Brand Extension	Michael Jordan "retires" from site, then rejoins it three months later	MP3s of Robbins's motivational tapes	*NASA's Shrinking Moneyline With Lou Dobbs*	Spinoff site: Beautymark.com	Oprah's Web Club offers direct links to her personally selected URLs	Martha Stewart Service Generator places "Martha" in front of randomly selected nouns

This article originally appeared in the April 2000 issue of Wired. *To subscribe to* Wired, *call 800.SO.WIRED.*

Link's Links

by Sara Lyle

To the pork dealer from Iowa: No, we're not a sausage mag—the only links we cover are online. Here, 10 tasty URLs and one wiener for your Web consumption.

The Hot Dog

Emode—www.emode.com—Where else but Emode can you discover that you're a Chihuahua sex goddess destined to marry Ricky Martin? Better yet, the site's PhD-certified psychological tests are organized by length and tone for insta-grat. *Yo quiero* Emode!

Handy Bangers

SparkNotes—www.sparknotes.com—Can't afford a Harvard education, or Cliffs Notes for that matter? Don't sweat it. On SparkNotes, crimson alumni provide online study guides for you—for free. Too bad its pop-up windows aren't cool like VH1's.

The Web of Culture—www.webofculture.com/refs—This site may be a one-stop shop for overseas traveling references, but its gesture translator takes the cake. Lesson 1: An "OK" sign signifies a body orifice in Greece and worthlessness in France. Who knew?

gotajob—www.gotajob.com—Plug in your zip code, and this site quickly finds temp, part-time and seasonal openings right in your 'hood. Not exactly Microsoft summer internships, but hey, you're more likely to get lucky lifeguarding anyway.

Fun Franks

Airtoons—www.airtoons.com—Ever noticed how odd airplane-safety-brochure illustrations are? Us neither. Fortunately, the Airtoonists did and sketched up evacuation scenarios like "Our inflatable slides are the perfect ingredient for parties." Freaks.

The Boring Page—www.cavaliers.org/john/boring.html—This page is boring. For some reason, it's hilarious, too. Go figure.

MarryTom—www.marrytom.com—This strange-but-true site is where Tom Arnold (the actor formerly known as Mr. Roseanne) solicits potential brides. Tom's low shame level is somewhat admirable, but do we *really* need to know he has a low sperm count, too?

Sausage Vendors

MisterArt—www.misterart.com—Wannabe Warhols can reap discounts on just about any art supply here. Even better, MisterArt has an "artnership" program that nets you or your club 5 percent of each sale referred. Our only question: "What about the Mrs.?"

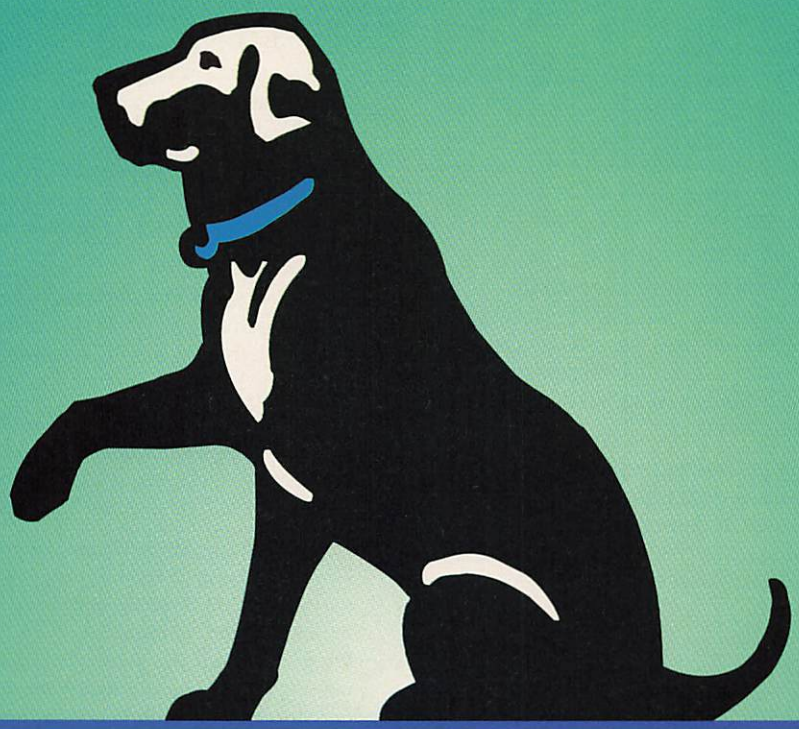
Snatchpak—www.snatchpak.com—Touted as the "essential hands-free carryall," the less-than-$30 pak is this site's superstar. Basically a fanny pak in reverse, it comes in nine styles including "cupcake" and "poodle." Adds new meaning to "look ma, no hands!"

DealofDay—www.dealofday.com—Depending on this site's bargains *du jour*, you could save up to 15 percent on toys, $10 on violets or $30 on office supplies. While the discounts are decidedly random, they sure add up. Deal us in, man.

The Wiener

SuperSig—www.supersig.com—If you're a sucker for cute gimmicks, this site will snag you faster than a Hoover on dirt. Unfortunately, it has yet (for us) to deliver on its promise of customized email signatures with graphics. As Linkmag.com's Webmaster sums up, "What a huge waste of bandwidth!" ■

ILLOS: JEFF NESMITH



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When I Was in College...
Leona Naess

by Anthony LaSala

She recently released her major-label debut, *Comatised*. Her stepmother is über-diva Diana Ross. But singer/songwriter Leona Naess couldn't be more unassuming. The 25-year-old Brit began playing the guitar and writing songs as a teen, then headed to the Big Apple to attend New York University. We caught up with the earthy artist in the midst of a cross-country tour.

***Link*: Why did you choose NYU?**
Leona Naess: It was the only school that I really applied for. I also thought, as a writer, it would be a great experience to move away from the life I knew. I think it was the best decision I've made.

Did being in New York City affect your music?
It forced me to meet new musicians and hear different styles of music. I had less pressure on me [because] I wasn't looking for a record deal. It put music on the back burner. New York is a very inspiring place. You either hate it or love it, but you're never bored with it.

Did you perform on campus?
No, I didn't even stay at school. I had an English friend who lived about 10 blocks from me. We would go to school and leave as soon as class was over. But NYU is very different from other colleges. [It's] filled with distractions. I don't think I've ever seen a frat house, and I've never had a keg of beer.

What did you study?
Anthropology. My great uncle is a philosopher in Norway and a famous ecologist. My dad was brought up by him. Growing up, a lot of their interests seeped into me. I was interested in human nature.

Who were some of your favorite bands?
I discovered Bob Dylan a lot later than one should. I generally would listen to my friends who were in bands. But I always liked Smog, and I like Mercury Rev, and some newer bands like the Eels.

Your album focuses on love gained and lost.
[Laughs] What album doesn't focus on relationships? But it's not just love relationships; it's family and friends, too. Relationships make the world go around. They also make the world stop.

Has your stepmother influenced you?
I grew up going to see her play live, so I got a great lesson in performing. Her voice is unbelievable, and she comes from a different school of music. [But] you can't help having certain things seep into you just by being around somebody. People need to pigeonhole, so they hear that your stepmother is a famous person and they already have all their opinions. My music is my own thing.

How does it feel to be scrutinized by the press?
It hasn't been bad. But the freakiest thing is having to give an autograph, because you feel like, 'Why would you want *my* autograph?' I just want people to know that this is what I love to do, and I'm doing my best.

Did you ever imagine you would get this far?
I wouldn't have [pursued music] if I didn't think there was a possibility. The idea of doing something that you love for the rest of your life is so seductive. But I haven't sold my soul to the devil to get where I am.

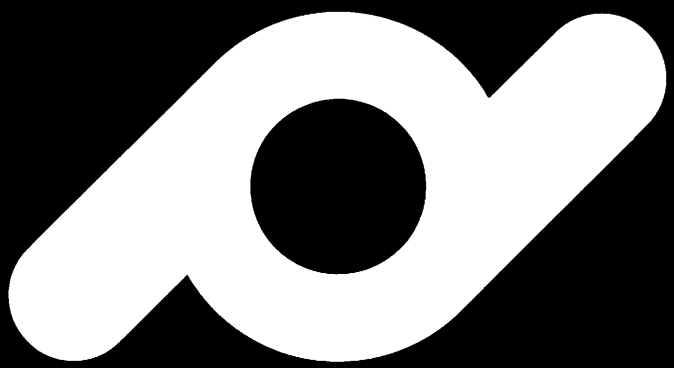
How is touring?
It's good because I have a great band. It can get lonely. Those hotel rooms are nasty. I feel like Willy Loman from *Death of a Salesman* traveling around. But the worst is the band's appetite—they eat junk food, and I'm a vegetarian. Eating is a problem.

What do you miss most about NYU?
The routine and the security; you know where you have to be. I miss the holidays, of course. But I tell you, I don't miss doing homework at all. ■

You go, Leona: her stepmother may be diva Diana Ross, but this NYU grad is paving her own way.

PHOTO: JUSTIN STEPHENS

What does yours do?



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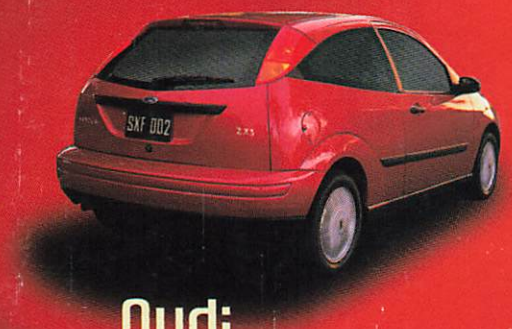


Audi. BMW. Focus. Lexus. Porsche.

10 best

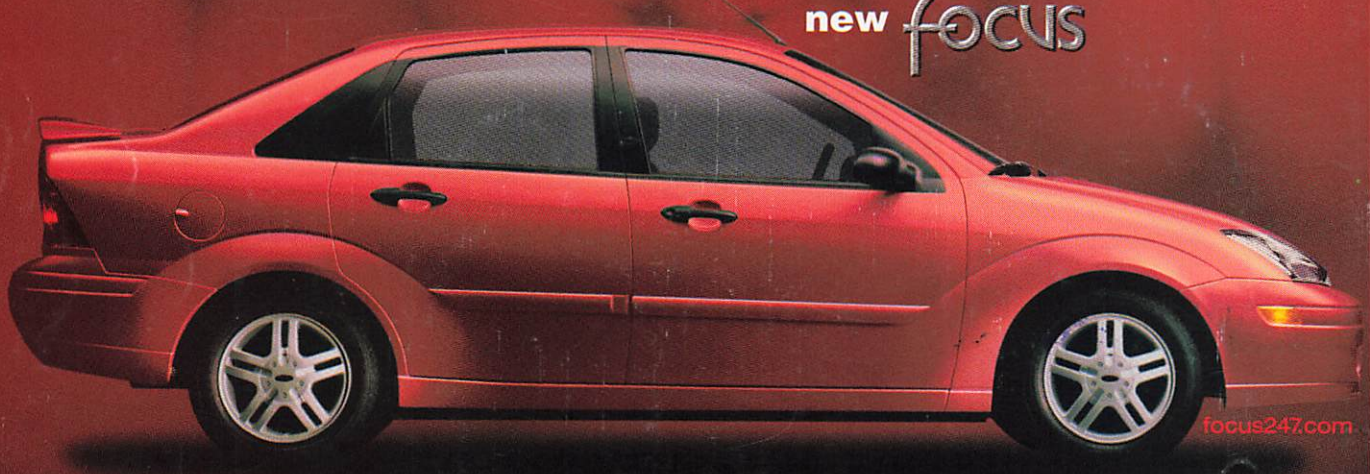
Yep. You can mention them all in the same breath. Thanks to some glowing words from the automotive press. *Car and Driver* handed out a verdict of "picture perfect" and named Focus one of this year's 10Best. Getting there, of course, was no minor feat. Its low sticker was duly noted. Then there was the "clever packaging." Its commanding profile led Editor-in-Chief Csaba Csere to comment, "space inside is impressively generous for a car this size." But Focus truly gained admittance into the 10Best through sure-footed handling. "What impresses us most about the Focus are its finely honed moves."

Automobile Automobile of the Year

Automobile went so far as to name Focus 2000 Automobile of the Year. And if you look at the imported, ultra-machined competition, well, it is quite an honor. "Revolutionary," according to Editor-in-Chief David E. Davis Jr. "Focus is the first so-called economy car in which there are no tradeoffs...it responds beautifully to any driver, in any driving situation." Indeed, its impressive road manners raised a few eyebrows. And, considering its inconspicuous price tag, Focus also raised the bar.

Ford

new focus



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